

*First in
The Drycleaning
Industry
Since 1910*

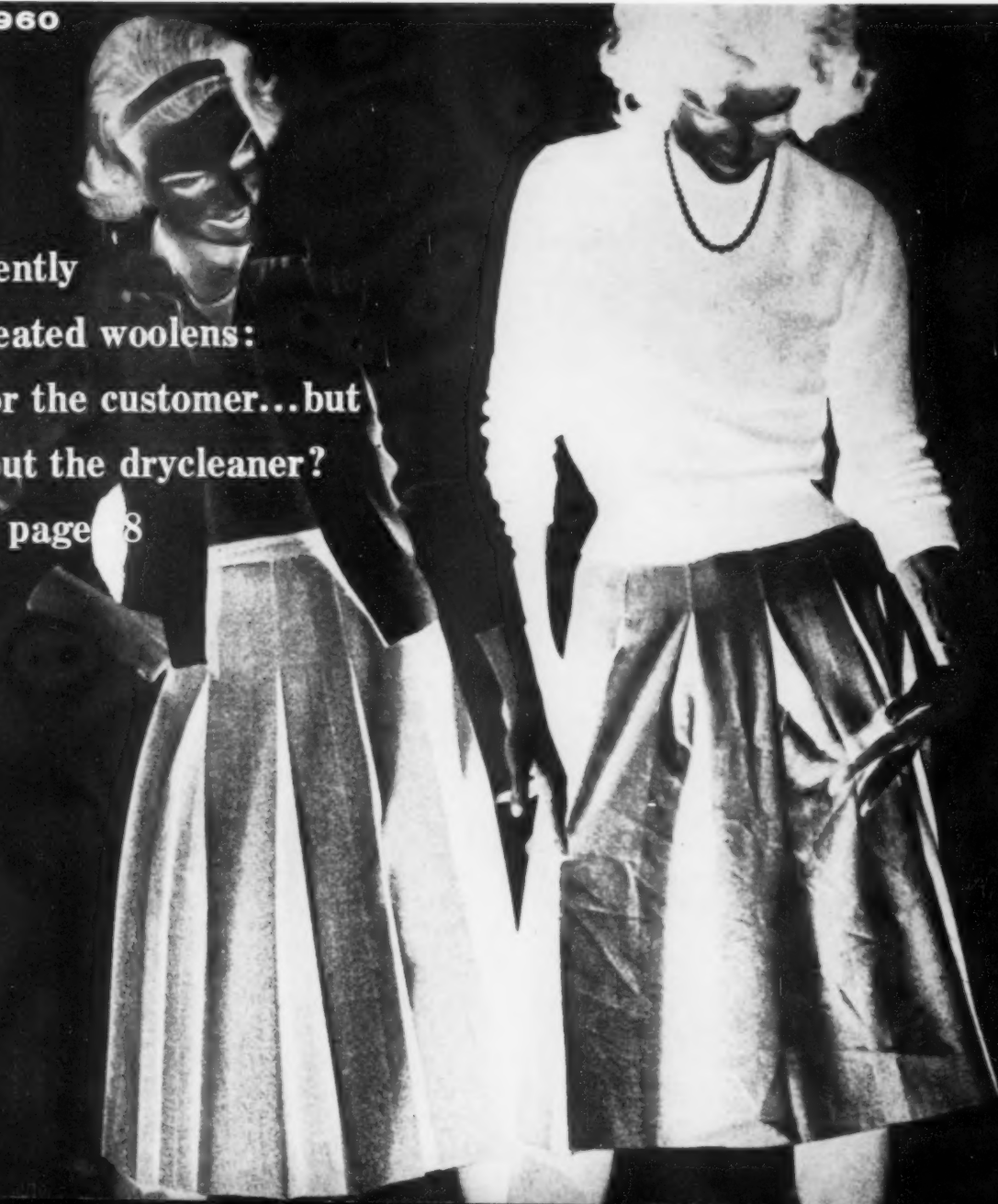
THE NATIONAL CLEANER

A REUBEN H. DONNELLEY PUBLICATION

JUNE • 1960

Permanently
pleated woolens:
Great for the customer...but
how about the drycleaner?

page 8





Nab 'em both!

You get Dirty Solid out of your solvent with Hyflo . . . you need Hysweet* to handle Fatty Acid (with minimum detergent loss!)*

Think a sweetener has got to gobble up "soap" . . . and profits? Not Hysweet, the new sweetener from Johns-Manville, maker of Hyflo. Hysweet rids your solvent of more free fatty acids than anything short of actual distillation. Yet your detergent loss is practically nil. Tests show savings range as high as \$510 annually in a 500-gallon charged system, as compared to weekly distillation.

When using Hysweet—after your regular Hyflo precoating, of course—soluble impurity levels as well as filter pressures are kept down longer. Naturally, you're assured of better cleaning qualities in your solvent.

Ask your Hyflo dealer for Hysweet or write Johns-Manville, Box 14, New York 16, N. Y. In Canada, Port Credit, Ontario.

Hyflo·Hysweet



*Hysweet and Hyflo trademarks Reg. U.S. Pat. Off.

JOHNS-MANVILLE



AH...here's
the answer!

BUCKEYE SIZE



Proved best for ALL fabrics! Lowers Finishing Cost!

You'll give everything from laces and nets to silks, woolens, linens, synthetic fabrics, draperies, slacks, and sport shirts a new look and life with Buckeye SIZE. It's completely *water soluble*. It's safe . . . will not spot or discolor garments. Will not sour or become rancid. It's *odorless*, too . . . gives garments a freshness that customers appreciate. Thousands of users have proved Buckeye best. So will you!

For complete information on
these and other famous
BUCKEYE PRODUCTS
contact your local distributor
or write THE DAVIES-YOUNG
SOAP COMPANY

KEEP YOUR
SALES IN SHAPE!

BUCKEYE CLEAN-CHARGE

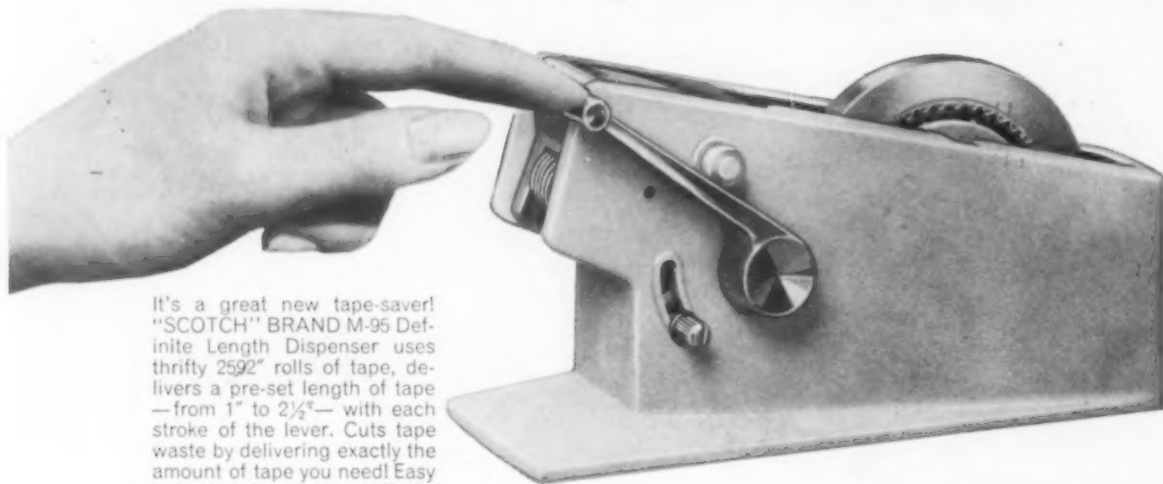


The original anti-static dry
cleaning detergent. Dirt gives
up and gets out—so does static!

Eliminate high finishing costs with Buckeye Clean-Charge. Its anti-static ingredient leaves garments free of lint because, unlike other charges, Buckeye Clean-Charge is extremely volatile. Contains no sticky film that attracts dirt and leaves fabrics dull. No other charge can compare with Buckeye Clean-Charge! It's the industry's most effective soil-removing agent.



Save when you use it!



It's a great new tape-saver! "SCOTCH" BRAND M-95 Definite Length Dispenser uses thrifty 2592" rolls of tape, delivers a pre-set length of tape—from 1" to 2½"—with each stroke of the lever. Cuts tape waste by delivering exactly the amount of tape you need! Easy to load and operate, won't slip or mar surfaces. Stop tape waste—start saving now!

Save when you buy it!

Contact your "SCOTCH" BRAND Tape distributor today for Deal SM-2. Don't delay—offer expires June 30, 1960!



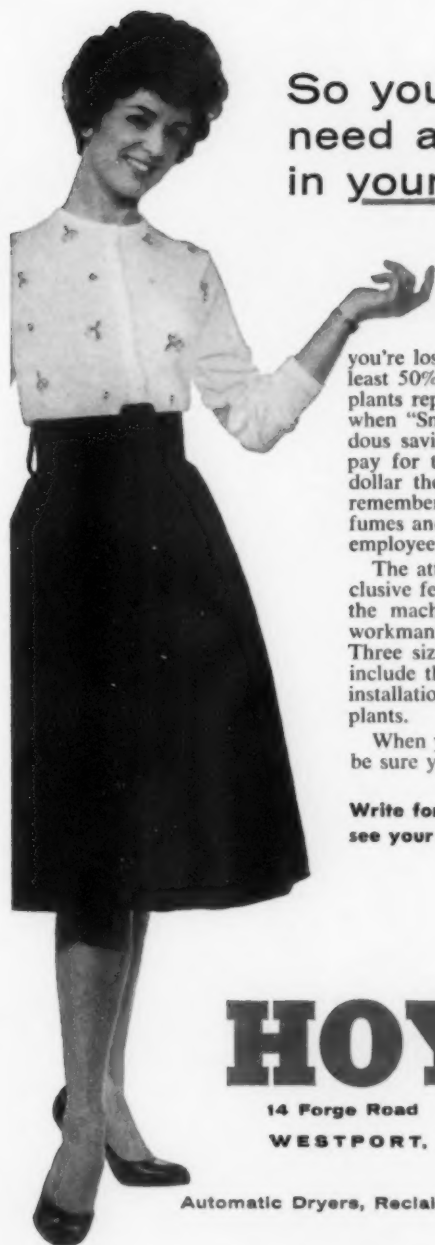
Save \$508!

"SCOTCH" BRAND Cellophane Tape Deal SM-2 includes 12 rolls of tape, ½" x 2592" and the new M-95 Definite Length Dispenser... a \$22.99 value—now only \$17.91! You save \$5.08!

MINNESOTA MINING AND MANUFACTURING COMPANY
... WHERE RESEARCH IS THE KEY TO TOMORROW



"SCOTCH" AND PLAID DESIGN ARE REGISTERED TRADEMARKS OF 3M CO.



So you think you don't need a "Sniff-O-Miser" in your plant?

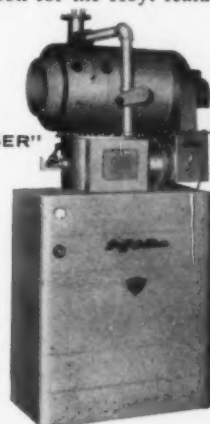
Mister, I have news for you! No matter how efficiently you're running your cleaning operation or how good your equipment may be, you're losing a lot of costly perc solvent (we'll guess at least 50% of the total solvent you use). Actually, many plants report savings in their solvent costs of up to 75% when "Sniff-O-Misers" are installed. Since these tremendous savings begin immediately, it doesn't take long to pay for the "Sniff-O-Misers" . . . and thereafter every dollar they save adds a dollar to your profit . . . and remember, "Sniff-O-Misers" do away with the obnoxious fumes and odors which may distress your customers and employees.

The attractive cabinet of the "Sniff-O-Miser" is an exclusive feature with Hoyt. It tells you at once that this is the machine whose advanced engineering and quality workmanship mean top performance and biggest savings. Three sizes . . . a "Sniff-O-Miser" for every plant . . . include the compact Model 1 (for floor, wall or ceiling installation) which is providing sensational results in small plants.

When you buy solvent reclaimers and vapor adsorbers, be sure you're right—always look for the Hoyt features.

**Write for bulletins or
see your distributor**

"SNIFF-O-MISER"



HOYT

14 Forge Road
WESTPORT, MASS.

Automatic Dryers, Reclaimers and Chillers



CLEAN CLOTHES ARE

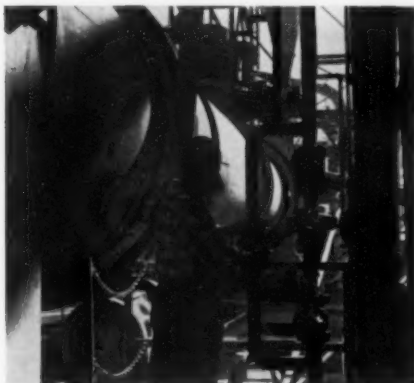
CLEANEST WITH SPEEDPLUS

NEW PROGRAM GIVES BETTER FILTER POWDERS

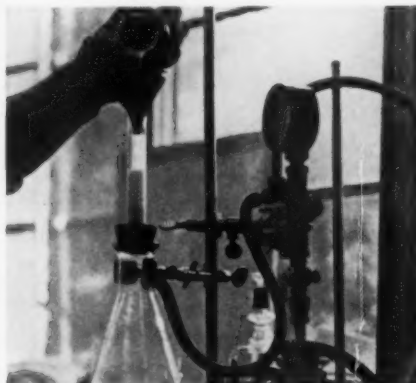
New advances in processing have produced filter powders that make it easier for you to give your most particular customers the top-quality cleaning they demand.

Typical of this program is today's SPEEDPLUS. No filter powder can do more for you, or do it better. With today's SPEEDPLUS, solvent is filtered sparkling clear, pressures stay low, and filter cycles are long. And it doesn't cut the charge in charged system cleaning.

Your SPEEDPLUS man will be glad to talk with you and your supplier to help you get full benefit from today's high efficiency filter powders.



New processing refinements, including special calcining methods, control filteraid characteristics with an accuracy never before possible in any plant.



With more than 22,000 quality control tests every month, the Dicalite plant laboratories hold every filteraid grade to rigid specifications.

Dicalite®

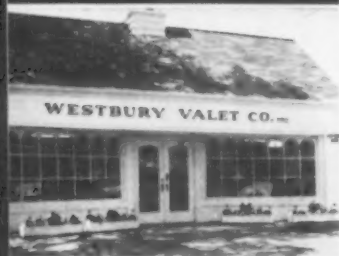
DICALITE DEPARTMENT / GREAT LAKES CARBON CORPORATION
612 South Flower Street, Los Angeles 17, California

CD-3

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NATIONAL CLEANER

JUNE 1960 • VOL. 51, NO. 6



Attractive store front
helps sell quality
cleaning for this plant

features

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MAIL CHANGES OF ADDRESS AND SUBSCRIPTION ORDERS TO:



The National Cleaner, Reuben H. Donnelley Corp., 466 Lexington Avenue, New York 17, New York.
Change of address should reach us one month in advance.

SUBSCRIPTIONS: United States and Canada, \$4.00 per year; foreign countries in postal union, \$6.00 in advance.
Single Copy: United States and Canada, 50 cents; foreign, 75 cents. Guidebook issue \$2.00.
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"Our drycleaning is better because
we give your garments an **extra rinse**
in distilled solvent"

MYCEL

employing the micelle principle

and • Formula 886
• Electronic Conductivity Control
• Separate Purified Rinse

Your counter girls speak with pride and conviction about the consistently superior cleaning produced by Conductivity Control and your separate purified rinse.

R. R. STREET & CO. INC. 561 W. MONROE ST. CHICAGO 6, ILL.

CANADIAN PATENT NO. 534,730
U. S. PATENT NO. 2,913,893

WHEN YOU NEED A VITAL REPLACEMENT PART FOR YOUR WASHERS OR DRYERS,
IS HELP AS NEAR AS YOUR PHONE?



ONLY WITH Westinghouse Laundromat® washers and other balanced ALD commercial laundry store equipment are you assured of fast, efficient service and replacement of parts—no matter where you are located! ALD maintains 18 Parts and Service Centers strategically located with full factory service facilities and complete parts inventories totaling millions of dollars. In addition, ALD has sales and service offices from coast to coast to fill your immediate needs for simple emergency servicing and common parts. Hundreds of ALD Authorized Independent Service Contractors, trained by ALD, can provide you with reliable, top quality service. When you build with ALD, help is as near as your phone. Your expensive equipment need not remain idle for days . . . your customers are not forced to line up—or go elsewhere. When you need help you get it with a call or wire to any of these convenient ALD Parts and Service Centers listed at the right.

CAN YOU AFFORD to gamble, risk your capital on untried equipment and inexperienced distributors . . . to have your store shut down in need of vital parts or competent service . . . when it costs no more to have the best and work with ALD? Profit by the consumer acceptance of the sign of the licensed Westinghouse Laundromat Store. Call or write for full information on joining the family of more profitable licensed Westinghouse Laundromat Laundry Stores.

ALD PARTS AND SERVICE CENTERS

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318 Second Ave. West Seattle, Wash. ATwater 3-1500	10-32 47th Road Long Island City, N.Y. EMpire 1-9300	1953 Green Spring Lane Timonium, Md. Clearbrook 2-2000
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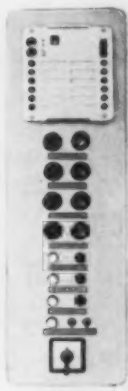
ALD, Inc. Home Office: 7045 N. Western Ave., Chicago, Ill.

Detroit, Mich. • Milwaukee, Wisc. • Indianapolis, Ind. • Louisville, Ky. • St. Louis, Mo. • Kansas City, Mo.
Cleveland, Ohio • Cincinnati, Ohio • Columbus, Ohio • Dallas, Texas • Houston, Texas • Kenner, La. • Little Rock, Ark.
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ALD continues to set new standards for the laundry store industry.



NEW PRODUCTS *and literature*



Automated Permac Control

Computo-Matic, a three-track electronic system, works with the new Permac load programming card. These 9-inch plastic cards come in a variety of colors matched to color tags used in classifying and marking garments.

The operator selects the program card matching the color tag on the load, drops it into a slot, then pushes a button. Computo-Matic then takes over and guides Permac through cleaning, extracting, drying and waterproofing. The cards and controls are designed to accommodate a large number of combinations and sequences for any number of baths or any new fabric treatments which may be developed.

The automatic control system is standard equipment on all new Permac synthetic drycleaning machines.

For additional information: American Permac, Inc., 48 Merrick Rd., Rockville Centre, N.Y.

Lookout Boiler Catalog

An 8-page catalog, No. 130, illustrating the company's line of automatic vertical tubular-type boilers, has been issued by Lookout Boiler & Manufacturing Co., Manufacturers Rd. and Compress St., Chattanooga 5, Tenn.

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

Scotch Tape Leaflet

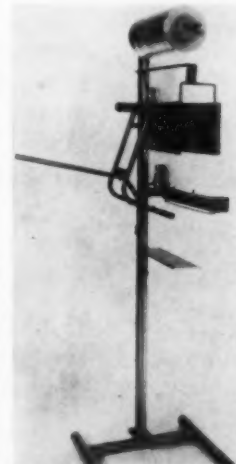
A leaflet illustrating uses of "Scotch" pressure-sensitive tapes for the laundry-drycleaning field is being offered by the Minnesota Mining and Manufacturing Co., Dept. MO-146, St. Paul 6, Minn.



Coin-Op Laundry Bags

Vend-A-Bag dispenses large, moisture-treated wet wash bags which hold about 2½ washer loads each. The machine features a burglarproof lock, flush wall mounting and a capacity of 80 bags, at 10 cents each.

For additional information: National Venders, Inc., Dept. 8, P. O. Box 11645, Atlanta, Ga.



Instant-Pak Bagging Unit

Instant-Pak is a new bagging unit that features a "sure-seal" heating unit, open front, and a brake on the roll to eliminate over spin.

For additional information: Pak-All Corporation, 5663 Bridgetown Rd., Cincinnati 11, Ohio.

Large Garment Bag

The Colossal Cover is a continuous roll of heavy-gauge poly tubing 40 inches wide. A special finish enables it to be slit on a straight line with any sharp instrument. The manufacturer suggests use of the bags for wedding gowns and formals. Also, they are said to be handy for large orders in wet weather.

For more information: James R. Sherman Plastics Corp., 895 Bergen St., Newark 12, N. J.



New Line for Drycleaners

Three new detergents lead the list of Anscott chemicals for drycleaners: Imperial, Imperial Crown and Imperial Crest. New spotting compounds are Crown Royal #1, Crown Royal #2 and Peppermint Stick.

Other products announced by company president A. A. Pariser (above) are Sudsy Dudsy, a detergent, and Sun Day, a powder bleach, both for shirt laundering. Also, Sahara water repellent, which Anscott states needs no temperature adjustment and leaves no odor, and Tip Tank for cleaning oil burner tips and tanks.

For additional information: Anscott Chemical Industries, Inc., Industrial St., W., Clifton, N. J.

Hoyt Bulletin

A new bulletin has been issued illustrating the new line of Westport II coin-op tumbler-

driers. It explains Hoyt's Load-control feature, which enables the customer to vary basket speed, and the Vari-Temp control for selection of the correct heat level.

For a copy of the bulletin, write; Hoyt Manufacturing Corp., Westport, Mass.



Buckeye Spray Spotter

Buckeye Spray Spotter is said to remain constant from first application to last. The manufacturer claims that the spray is nontoxic, nonflammable, free-flowing and clogfree at all times.

For more information: Davies-Young Soap Company, Dry Cleaning Division, 705 Albany St., Dayton, Ohio.



Tabs for Coin Machines

Profit-Tab units automatically eject a card tab each time a coin-operated washer, drier or extractor is used. Folded tabs can be used to issue trading stamps, or single tabs bearing printed messages, discount

Continued on page 87

LETTER from the editor

Have you noticed?

YOUR RECENT issues of THE NATIONAL CLEANER have been addressed to you in a different print. It's a part of a brand-new electronic punch-card system designed to give you better and faster service.

For example, it all ties in with the completely different renewal card shown below. With the information you supply us we build up a vast storehouse of information about the types of businesses within the industry, about your position and type and area of service.

While what you tell us about your business is kept *completely*

confidential, what all our readers tell us collectively provides accurate information about the industry. It tells us the kind of reader you are, what you want to know more about. Our editors get a valuable insight into the kind of information that will help you most.

When you receive your card, please be sure to fill it out as completely as possible. It will enable us to do a better job for you. Meanwhile, if there are any changes to be made on the address stencil of your magazine copies, please let us know as soon as possible. We want to make sure your name and address are correct.

Clever retort!

From time to time you see mention of my own cleaner in these columns. He's a young, progressive chap who believes in service, quality and advertising. He also believes in plowing back his earnings into better equipment and methods.

These attributes alone would give me reason to respect Bart D'Uva, owner of Pircio Cleaners, Ossining, N. Y. But in addition, he has a warm, engaging personality and certainly knows how to get along with customers.

The other day I went to visit the plant and he was measuring a port-

ly customer for a tuxedo rental job. After he finished the man asked what the charges would be. He was told it cost \$10.

"What?" our size 50 customer exclaimed, "you're getting four other orders from this wedding party and that price is too high!" I wondered how Bart would handle this ticklish situation. Instead of getting defensive or argumentative, all Bart said was, "You should be glad I didn't charge you by the inch." This was done with a most disarming smile. And it worked. After a moment, the man grinned and the deal was made. A good technique, I think.

Art Schuelke

REPRINT SERVICE FOR OUR READERS—Please write promptly if you want reprints of any article appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet (8 1/2 x 11). Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information. All prices F.O.B. Lancaster, Pa.

Address the Editor: THE NATIONAL CLEANER, 466 Lexington Ave., New York 17, N. Y.

It's no fairy tale!

Use SACON® wet sizing to do the job the housewife can't do—and Make Money out of wash 'n' wear

Use the bundle stuffer shown at right* to lure her limp, tired, weepy Wash 'n' Wear garments back into your shop. Carry through on the promise with a good SACON spray or dip sizing, and she'll be your customer come Wash 'n' Wear or high water.

SACON water-soluble thermosetting resin size is backed by the research and technical service that brought you RSR. Not a clabbery Jack-of-all-trades product, SACON does just *one* job and does it *well*.

Remember—no matter how well you start, it's the *finish* that counts. Contact your supplier today for full details on SACON and the Wash 'n' Wear bundle stuffers.



WALLERSTEIN COMPANY

Division of Baxter Laboratories, Inc.
Wallerstein Square, Mariners Harbor
Staten Island 3, N. Y.

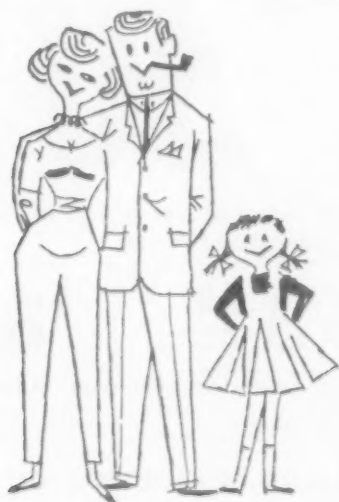
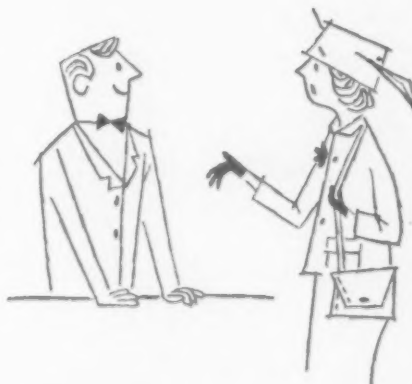
*Available at reasonable cost from Wallerstein.

ONCE UPON A TIME a housewife bought a suit for her husband, a dress for her little girl, and sport slacks for herself. All were Wash 'n' Wear, and tubbed and ironed like a dream.



But after a while the suit got limp and the dress got tired and the slacks lay down and cried. Pretty soon the housewife wanted to lie down and cry, for no one had told her that even Wash 'n' Wear fabrics need to be *resized*.

One day she asked her cleaner what to do. "Why, I can clean them and put new life back in them with *refresher sizing*." "But you are a *dry* cleaner and these are 'Wash 'n' Wear'," she said. "Yes'm," he replied, "but even Wash 'n' Wear garments deserve the treat of being professionally cleaned. It gets out soil you *can't* remove at home—and it *refreshes* them so!"



Well, the housewife brought in the suit and the dress and the slacks, and when they came back, they *looked* like new and *felt* and *smelt* and even *sounded* like new. And the housewife and her husband and her little girl lived happily ever after in *really fresh* Wash 'n' Wear clothes.

Whatever your clothes are made of—Wash 'n' Wear or "miracle" fibers or Tussah silk or Merino wool or Sea Island cotton—we know the right way to clean them and *put life back* in them with *refresher sizing*!

NOW!

GET ALL THE ECONOMY AND
EXTRA PROFIT OFFERED BY
THE VIC MILEAGE BOOSTER
WITHOUT INVESTMENT!

No need to invest a large cash amount! Under this amazing new plan you simply LEASE the Vic Mileage Booster that fits your operation best. You benefit AT ONCE by the tremendous economy and savings — savings that more than cover the modest monthly leasing charge . . . then, best of all, at the end of the leasing period YOU GET FULL TITLE to the Vic Mileage Booster, and it's yours, 100%!

Remember ↘

VIC MILEAGE BOOSTER HAS BEEN PROVED—IT CUTS SOLVENT COST WAY WAY DOWN . . . GIVES 20,000 to 25,000 POUNDS OF DRY CLEANING FROM JUST ONE DRUM OF SOLVENT!

*Protected by one or more of the following patents: Pat. No. 2,480,320; 2,772,747; 2,760,594; 2,910,137. Canadian Pat. No. 470,085 and other Patents applied for in U. S. and Foreign Countries.

LEASE LEASE LEASE

THE PROFIT-MAKING,
SOLVENT-SAVING



FOR AS LITTLE AS

\$30.66
per month
(Model 128)

—or lease either of the other two models
as indicated below:

\$53.06
per mo.
Model 118

\$81.08
per mo.
Model 108

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If you care—you'll compare and buy



MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

Now Available
IN 3 SIZES...

a profit-making

VIC

Mileage Booster*

VIC Manufacturing Co. MINNEAPOLIS 3, MINNESOTA

CAN BE MOUNTED
ON CEILING,
WALL OR ANY
OUT-OF-THE-WAY PLACE!

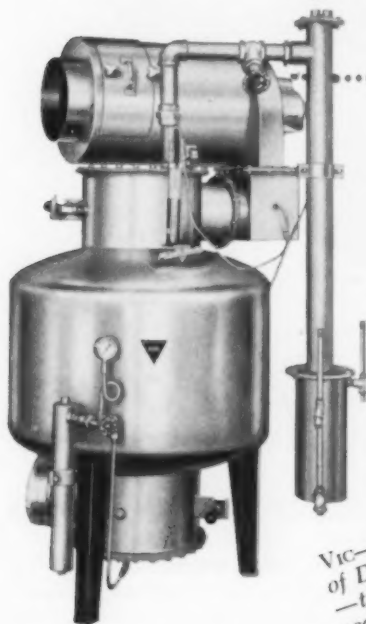
model 128

newest in the famous Mileage
Booster line—with a capacity of
1½ gallons per steam-out.



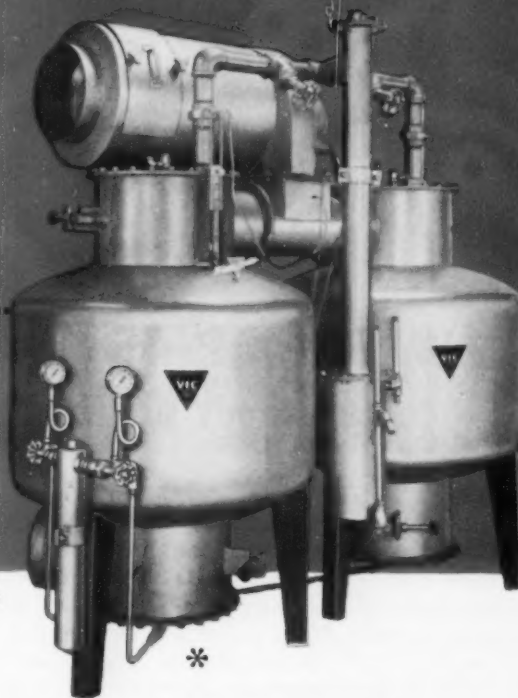
model 118

Vic's Single Unit Mileage
Booster—with a capacity
of 4 to 5 gallons per steam-
out. The perfect unit for
the average size plant.



model 108

The big Double Unit for
larger operations, with a
capacity of 8 to 10 gallons
per steam-out. Ideal
for plants with two or
more Solvent Recovery
Tumblers.



*Vic—Leaders in the field
of Drycleaning Equipment
—through constant re-
search, has been awarded
another exclusive U. S.
Patent on the world famous
MILEAGE BOOSTER.*

Remember

Vic gave you the *Original Mileage Booster*—
the first and finest vapor adsorption machine
ever built! ONLY Vic has had production
models in the field for many years—only Vic
has the experience and know-how which no
other manufacturers can match! Vic's per-
formance is proved by many installations under
every sort of condition. (Names gladly furnished
on request.)



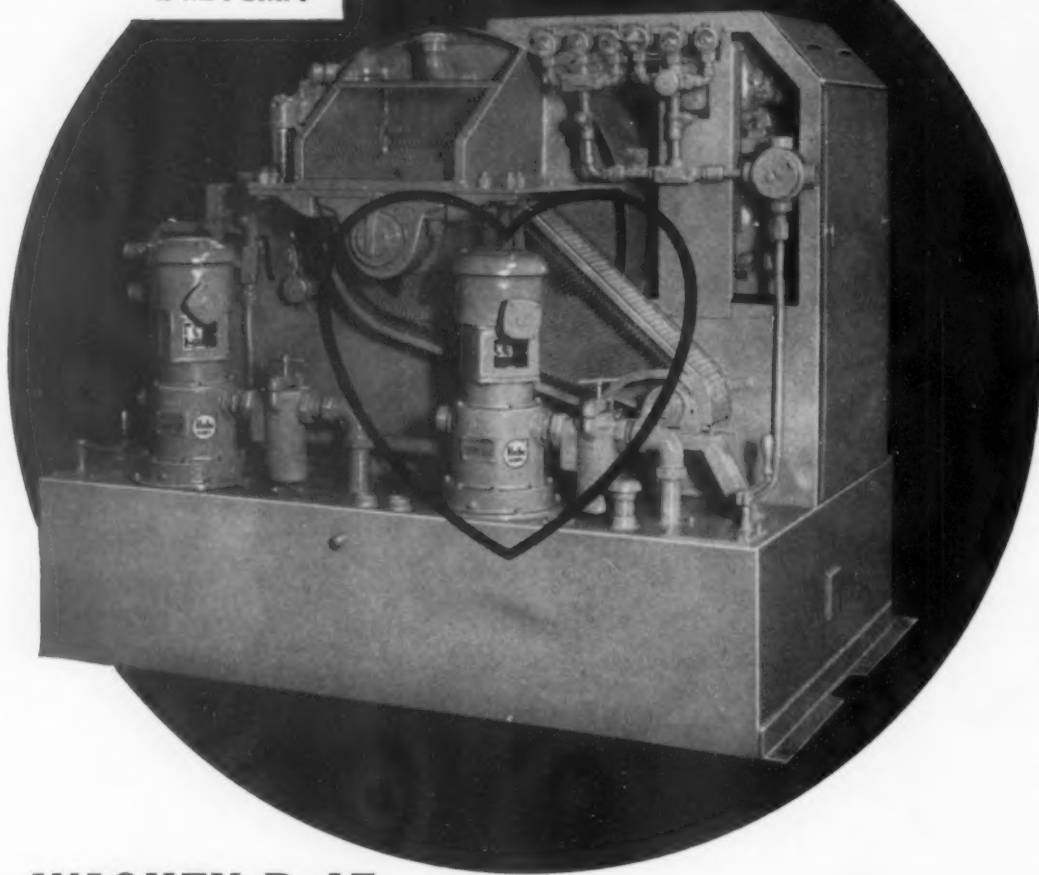
Write Today — DEPT. 176A

If you care—you'll compare and buy

MANUFACTURING COMPANY

1313 HAWTHORNE AVE. • MINNEAPOLIS 3, MINN.

THE **HEART** OF ANY
DRYCLEANING UNIT
IS THE **PUMP!**



THE **WASHEX P-45** a steady profit producer—uses **MARLOWS**

Remarkably compact, highly efficient and easy-operating, the Washex P-45 Package Unit is design-engineered as a profit producer for its users. Marlow pumps are used on both the petroleum and SYNTOMAT synthetic solvent models.

The quiet, efficient, dependable performance of Marlow pumps play an important part in the operational success story of these fully-automatic package units. Two space-saving, vertical, self-priming pumps provide continuously high solvent flow from base

tanks to filter to machine. In fact, Marlows are used on all larger Washex machines, as well.

Marlow pumps help make good drycleaning equipment better! They're specially engineered for the job. A Remite seal eliminates shaft leakage. There's no solvent loss—floors stay dry and clean. And—Marlows handle petroleum

or synthetic solvents with equal ease.

No pump worries, space-saving design, sturdy construction, quiet operation—are just a few of the many Marlow advantages.

Write today for complete information on these long-lasting pumps, and the name of your Marlow dealer.



MARLOW PUMPS

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 READY FOR YOUR STORAGE BOX. CE 5-4481. FILL AT YOUR CONVENIENCE.

THE MASTERS OF FINE CLEANING
 RICHARD F. KELLEY
 500 WEST GRAND
 OKLAHOMA CITY

Mel-O-Gram Solicits Summer Box Storage

This mailing piece, similar in format to a telegram, is being used by Richard F. Kelley of Melody Cleaners, Oklahoma City, Okla., to solicit summer box storage business.

The Mel-O-Gram, a take-off on the

firm name, had customer names typed on the upper portion and these show through the special window envelope for mailing purposes. A postpaid reservation card is also enclosed to facilitate ordering of storage boxes.



Enclosed Storage Conveyors Fit Call-Office Decor

Automatic storage conveyors are smoothly blended into the decorating

scheme of the plant store at Empire-Rouse Launderers and Cleaners in

Montgomery, Alabama. The impact of conveyor activation is combined with a clean simplicity of decoration.

Conveyors project only 3 feet into the call office. This room's back partition snugly surrounds the supporting beam of each conveyor. It also projects downward between the conveyors. The lower corners of the projections are cut diagonally to match garment shoulders on the conveyors on each side.

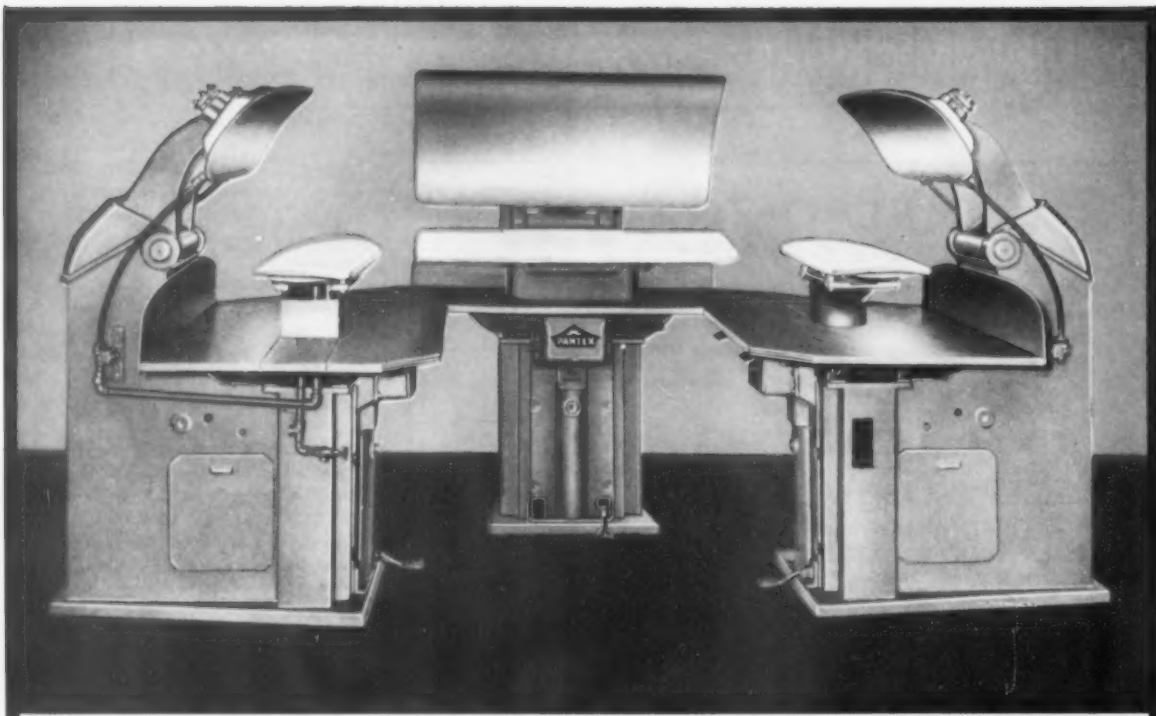
Light gray straw-textured wallpaper is on all walls, extends down on the partition projections. A large circular woven-straw tray bearing artificial flowers is sole decoration above the conveyors. A single ancient willow tree is painted over the paper on the end wall. These two effectively blend with the gray metal of the conveyors. All this gray is handsomely offset with a pure white counter matching the white egg-crate ceiling.



Efficient Display

This simple arrangement helps sell box storage at Westbury Valet Cleaners of Westbury, New York. On the floor is a sample of the actual box used for storage. The sign above answers the customer's question.

Above it, on the call-office wall, is a simple wooden sign with box lettering that delivers the sales message. Storage is up at this plant this year and part of the increase is attributed to the display.



Finish 6 pairs of pants at one time!...with a
PANTEX
WASH PANTS FINISHING
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Each topper fits the tops of 2 pairs of pants — the legger takes one leg of each of two pairs . . . 6 pairs at one time. Result — a minimum production of 40 pants per hour.

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Pantex Manufacturing Corporation, Pawtucket, R. I.
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TRENDS of the times

Pros and Cons of Leasing: The third edition of "Pros and Cons of Equipment Leasing for Smaller Manufacturers, Department Stores and Supermarkets" is now available. The 24-page booklet includes tables and charts analyzing the comparative costs of leasing, outright cash purchase and purchase by conditional sales contract.

Single copies are available without charge from the Foundation for Management Research, 121 W. Adams St., Chicago 3, Ill.

##

Cleveland Cleaner Honored: Paul Smith, president of Beaver Cleaners, Cleveland, Ohio, was honored at a recent dinner of the Cleveland Business League. Mr. Smith earned the honor by starting a drycleaning plant with \$150 and building it to a \$100,000-per-year business.

##

Coin-Op Legislation: House bills 1653 and 2141, which would have required attendants in coin-op laundries during certain hours, have been killed by the Massachusetts Legislature. House 129 has been referred to a study by the Mercantile Affairs Committee where it had been recommitted following an adverse report by the Massachusetts Legislature. The Committee on Joint Rules must now determine who will conduct this study. The bill, if passed, would permit coin-ops to remain open on Sunday.

##

And in New York: Governor Rockefeller has approved the \$1 minimum wage bill for the drycleaning industry. The law goes into effect October 1, 1960. Minimum wage orders issued before the effective date of this law will remain in force, except as modified in accordance with the new provisions.

##

Best for Sweaters: A bulletin issued recently by the California Drycleaners Association, Inc., disclosed that the textile maintenance research staff at the University of California has discovered that there is a greater degree of fiber damage in woolen sweaters after laundering than after drycleaning.

According to the University's report,

little difference was found between the two cleaning methods in their ability to remove soil, or in the amount of soil build-up. But there was a greater degree of fiber damage after laundering than after drycleaning. A new study is in progress to determine how sweater shrinkage varies between the two processes.

##

Second Lady Joins Cleaners: Mrs. Richard M. Nixon was one of the many volunteer workers who recently ran a benefit bazaar and rummage sale to further the work of the Prevention of Blindness Society. Other volunteers included the Maryland Dry Cleaners Association, which cleaned all the clothes placed on sale. Among donations was a Persian lamb coat from member Si Mirin.

##

Future Homemakers Tour: Grier Cleaners and Laundry, Inc., Belmont, N. C., recently played host to home economics classes from the Lowell Schools. Beginning at the receiving point, Robert J. Grier took the students on a tour which showed the various stages a garment goes through before it is finished. Each machine used in the processing was demonstrated for the enthusiastic girls.

##

Safety Book for Foremen: The National Safety Council has published a new volume of "Five Minute Safety Talks for Foremen." The book is divided into sections on machines and tools, motivation, materials and managing men.

Additional information on the publication may be obtained by writing to the National Safety Council, 425 N. Michigan Ave., Chicago 11, Ill.

##

Popp Presents Publication: Clifford Popp, Popp's Hutchinson Cleaners, Hutchinson, Minn., recently donated a subscription to *Fabric Facts* to the home economics department of Hutchinson High School. The National Institute of Drycleaning publication contains sample swatches of materials which are discussed as to their wearing qualities and drycleaning characteristics.

You can
select from
the industry's
full line of
laundry and
drycleaning
equipment

with

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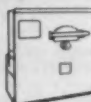


Pantex — One or two-girl shirt unit . . . adds productivity, increases quality while reducing floor space. (Bulletin LA-300)

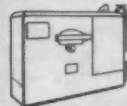


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Pantex Pacer . . . a cleaning unit of moderate price that consistently outperforms its higher-priced competitors. (Bulletin PK-403)



Pantex — Perk-o-Matic . . . dry cleaning units with host of incomparable and exclusive features. (Bulletin PK-402)



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EDITORIAL

Clean and Wear

OUR INDUSTRY HAS a tremendous market of "clean only" fabrics waiting to be tapped. And if we don't do it, someone else will. The coin-op drycleaning era will be with us in days, not months or years.

Cleaners are now confronted with the same situation that faced the laundry industry. That group largely ignored the trend to attended quick-service laundries and later the coin-op shop. As a result, outside investors stole a march on them.

With the exception of a handful of plantowners, cleaners offer only one kind of service—cleaned *and* finished. The customer has no option. Yet every family has closets full of items that really need "clean only" service. Housecoats, children's garments, slipcovers, sweaters and casual clothes stay in the closets, out of your plant, because the customer doesn't feel like paying the price of a fully finished job.

All of us collectively can still educate the consumer to bring these items to us, to be processed in present cleaning equipment. A few plants scattered around the country cannot do this by themselves. It is up to us to help ourselves.

We can take a cue from the manufacturers of home soaps and detergents. They offer their product in liquid form, chips, flakes, powder and bars. They pack in all sizes of containers. The customer has a choice. We, too, have to learn to play it any way the consumer wants to play it.

If we don't give the housewife the option of clean-only, someone else will, *soon*. The chances are you will be buying a coin-op unit unless you offer clean-only service at once—not next month.

A few words of caution. Sell this service by the piece, not the pound. Even though they aren't the customer's finer possessions, clean-only items still are important to her personally. The idea that you would clean her things "in bulk," as a pound price connotes, causes her to lose the feeling of personal attention.

Also, refer to the service as "clean only" or "fluff-dry." The term "rough-dry" sounds harsh and will confirm her notion that drycleaning wears out garments and household items.

We urge every cleaner to offer this service at once. We solicit the aid of every allied tradesman in this campaign. It can treble the poundage cleaned, even while cleaners retain their present volume of fully finished work. All of us can make "clean and wear" just as acceptable to the customer as "wash and wear." But we have to act fast.

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*Ask Haertel
about*

STORAGE VAULTS



This is the door to extra profits for cleaners and launderers. Doors like this throughout the nation lead to storage vaults in which Haertel Vaultmaster* units economically and automatically provide controlled safe conditions for furs, synthetic furs and cloth garments.

The many operators already using Haertel vault equipment have added to their profits three ways. They make money on storage fees; they get extra cleaning by processing storage garments during the normally slack summer months; and they all report increased year-round volume.

Learn how you, too, can open this door to extra profits. Mail the coupon or call us today.

*U.S. Patent No. 2,582,986

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- ☐ Please send me your free brochure in which cleaners and launderers using Haertel vault equipment tell how it pays off for them.
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CITY _____ ZONE _____ STATE _____

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GADGETS *and gimmicks*



Vented Cabinet Body Press

In spite of an efficient air-cooling system at Layne Cleaners of Murfreesboro, Tennessee, the corner containing the shirt unit remained a hot spot. This was alleviated greatly by running a stack through the roof from the top of the cabinet body press. A small electric blower was installed inside the stack to provide a positive updraft.

Although the air current induced is gentle, it creates comfortable working temperatures within the unit. The coil-air duct is directed at the unit from the opposite corner from the body press, providing positive circulation through the presses.

At the same time, Bob Layne has noticed that even the heaviest shirts come out drier when the vent fan is operating, especially in hot sticky weather.



Efficient Marker's Station

A marker's station constructed to NID specifications is surpassing expectations in a Denver, Colorado,

plant. Besides holding a surprising number of bundles, the large table-top working area and the handy supply cabinets greatly speed the marking process.

In addition, the large sloping sides of the plywood hopper permit the posting of NID fabric bulletins in front of the marker while she works. The counter side of the hopper is well suited to hold business permits and other licenses that must be publicly displayed. The sides of the table-like base are very convenient for incoming order bags and sheets of packaging tissues, as shown in the photo.

Of much added importance is the fact that the entire mark-in station, when painted, fits in nicely with the rest of the plant furnishings.



Pliofilm Protects Drapes

Plants serving several drycleaning outlets by truck often find drapes are jolted off their hangers and become soiled by the floor of the truck. To reduce do-overs, and to get the drapes to the stores in as good a condition as when they left the plant, one operator bags drapes in pliofilm.

Sufficient length of bag is allowed to permit twisting and tying a simple knot at the bottom of the bag. The final package keeps the drape from slipping off the hanger during transit, protects it from soiling if dropped during final handling, and also protects it from dust if the customer leaves it uncalled for an undue length of time.



Attractive Display Shelves

Space at right was formerly taken by cash register set into 24 inch deep recess in the office wall at Mercury Cleaners—Sacramento, Calif. Recently it was converted to storage space for sweaters and knit garments. Thanks to the owner's talent with a welding torch the bins were made up at small cost out of expanded metal scrap. The two upper bins are hinged at the rear for easier access, while the larger lower bin is actually a large capacity drawer that slides in and out of the recess.

Bins at left are simply sloping shelves that hold a surprising number of sweaters. Wall is of cocoa-brown colored combed plywood against which the white expanded metal bins contrast. Cut out letters on the wall are of transparent red plastic that has the appearance of neon letters.



Good Housekeeping

In order to protect the painted wall at the spotter's station in the new Gallagher Cleaners of Merced, Calif., the plantowner covered the area with a sheet of stainless steel at a cost of about \$40. Needless to say the spotter makes sure to wipe down the plate every night so there is never the slightest hint of a build up of dirt.

We might add, the rest of the new plant is immaculately clean too, and the owner fully expects to keep it that way.



old
machine
but
SHINES LIKE NEW!

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As a bonus, you add years of life to your equipment with PerSec®. Its dual component stabilization system assures maximum protection against corrosion, right down to the last drop you use from the handsome blue plaid drum.

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P. O. BOX 545 WICHITA, KANSAS

JUNE, 1960

25

Here is a pattern for success

Four-point program pays off at this plant

By ART SCHUELKE

SMALL PLANTOWNERS who want to grow can learn a lot from Westbury Valet Cleaners of Westbury, New York. When John Leonardo, the present owner, stepped into the picture in 1946, the Long Island shop was doing about \$270 a week in tailoring and cleaning services. Today the gross is nearly \$100,000 a year.

Before we discuss the sound principles applied at this plant, it's important to give you some background on Mr. Leonardo. He was literally raised in the business. His dad learned the tailoring profession in Europe and migrated here at an early age. He went into business in 1935, doing tailoring and sending his cleaning to a wholesale plant for processing.

The business was never large, but enabled the father to give his son a good education. John is a graduate of Columbia University in New York City. While at school he decided upon a career in the social service field. After graduate courses at Columbia and other schools he embarked on a career as senior parole officer and warden's assistant in a Federal prison in Georgia.

After a few years he married and two children were born. John found it increasingly difficult to make out on the modest salary paid him in the government position. He came back to Long Island with his family in 1943 and took a position in personnel work for a large defense plant.

Meanwhile, his dad was plugging along with his tailoring business,

spending between \$60 and \$80 a week for wholesale cleaning. John decided that if he bought some cleaning equipment, that volume, plus the growth that on-premises cleaning would bring, would be enough to support two families.

Of course the war was on and equipment couldn't be bought. But he then began to plan the course of action he would follow when peace was declared. In 1943 he took out a subscription to the then *National Cleaner & Dyer* to learn all he could about the business. He still reads it every month to keep abreast of the industry.

For three years John studied the magazine. He made up his mind to turn out quality work on a fast time schedule, since the magazine pointed out that this was the way to do it. By 1946 he was able to buy a synthetic cleaning machine and get into the business.

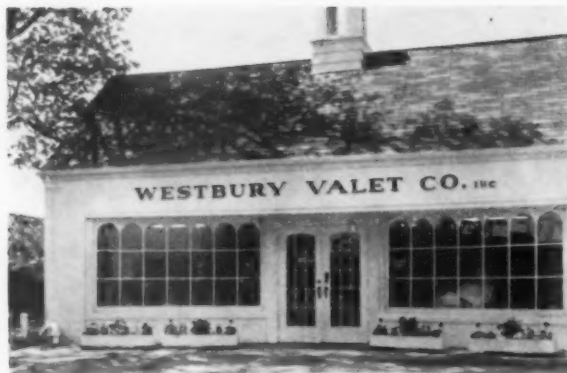
He may not have consciously planned it this way, but his business was built on four major points. Here they are:

1. Good employee relations
2. Modern equipment
3. Systems and records
4. Sound merchandising

John Leonardo's social work and personnel experience were invaluable. This background gave him a keen insight into what makes people tick, both as employees and customers. From the very first day his employees were given a guaranteed 52-week salary. Every employee gets two weeks paid vacation, plus a one-week paid sick leave.

And the plant accomplishes this without having the payroll completely out of line. Here is how he does it.

John has seven full-time people and a fluctuating number of part-time employees. The latter are married women



Early American design, flowers and large parking area make this plant inviting to customers



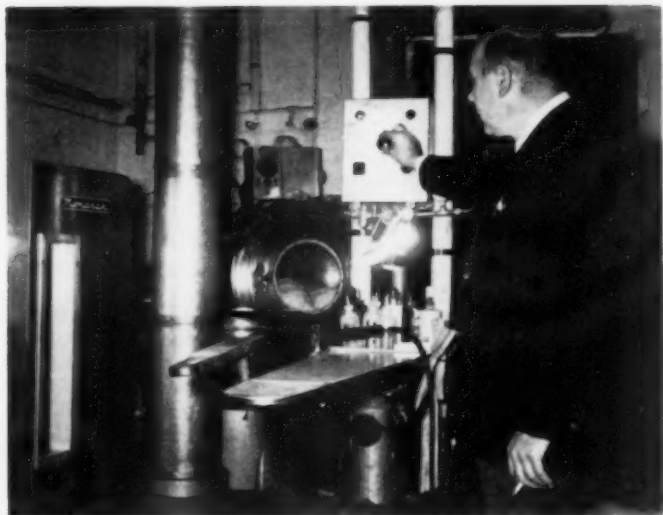
Modern equipment enables this cleaner-spotter to handle 140 pounds of garments per hour



Employees are trained for flexibility to fill in on any job



Knotless tie on shirt bundles reduces marking and assembly tasks



Owner John Leonardo shows how operator can watch controls, cleaning unit and shirt washer while spotting

in the area who want to work only a few hours a day, or for just a few months during the year. During peak volume periods the extra crew numbers eight.

Contented staff

There is no incentive program at this plant; the guaranteed salary supplies all the incentive needed. An interesting angle: even the part-time people get the two-week paid vacation and paid sick leave. This is based on their weekly earnings.

Does it work? Three of the full-time people on the payroll have been there for over 17 years and the rest are also long-time employees. Not too long ago a couple of employees left to get into "piecework" plants. They have since asked to come back.

The total payroll, including management, averages 55 percent of gross.

On the management side of the payroll there are John, his younger brother, Robert, and his mother, Mrs. A. Leonardo, who comes in a few hours a day to supervise and help out on the alteration and repair work.

Young Bob grew up in the business, helping out after school hours. He has since graduated from the 72nd general course of the National Institute of Drycleaning.

There is another important point about the work force at this plant. All employees are trained to handle more than one specific task. As they finish their regularly assigned work they pitch in on marking, bagging or wherever else they are needed.

In addition to turning out fast service, the plant does a top quality job. The business was founded on tailoring and free repairs are all taken care of as a matter of course. This combination has brought steady growth to the

operation. Each year the volume has grown 15 to 20 percent until now it is at the six-figure level.

Another thing John did soon after entering the business was to add shirt laundering service. This work he farmed out to a laundry. By 1954 shirt volume was averaging 800 shirts a week. At this point John felt it economic to put in his own equipment. Today his two-girl unit is averaging better than 2,100 shirts a week. He uses the latest equipment, including cabinet sleeve and cabinet bosom press.

We'll have more to say about other modern equipment in the Westbury plant, but this is a good spot to talk about systems and records. On the latter score the owner has a complete record of shirt production since the day his original equipment was installed. This tally also shows just when he made price increases and the effect, if any, these adjustments had on volume.

In 1954 John was getting 19 cents a shirt. In 1955 he went to 20 cents. Then in 1956 the price changed to 22 cents. This spring he went to 25 cents. At no time did his volume drop because of the price change.

As a matter of fact, in the spring of 1959 he encountered his first competition of on-the-premises shirt laundering in his community. The other plant ran a "special" of 15 cents per shirt for seven months and it didn't affect Westbury Valet's volume one bit. In fact, it grew. Finally, the other plant capitulated and raised its prices to within a few cents of John's.

The method of handling shirts at this plant reduces marking, preparation and assembly to the barest minimum. When the shirts are received a simple, single wet-strength ticket is used for identification. The ticket is perforated so that one half goes to the customer, the other half with the bun-

04577

DATE _____

Mr. _____

Address _____

SHIRTS LAUNDERED

NUMBER	PRICE

Mon.	Tue.	Wed.	Thur.	Fri.
5 PM	5 PM	5 PM	5 PM	5 PM

STARCH NO STARCH

04577

SHIRTS LAUNDERED

NUMBER	PRICE

WESTBURY VALET COMPANY, INC.

SAME DAY
 DRY CLEANING SERVICE
 SAME DAY
 SHIRT LAUNDERING SERVICE

John C. Leonardo, Mgr.
 123 Post Avenue

Telephone ED 3-0942
 Westbury, L. I., N. Y.

WILL BE READY ON:

Mon.	Tue.	Wed.	Thur.	Fri.
5 PM	5 PM	5 PM	5 PM	5 PM

Wet-strength ticket is tied to shirts and goes through the washing cycle

dle. Pertinent information is penned in on both halves with waterfast ink.

In the "marking" department, the shirts are checked against the ticket for correct count, the sleeves are unbuttoned, and pockets are cleaned. The shirts are then laid out, collar to collar. A knotless bundle tie goes around the top of the shirt at the pocket level. The ticket is folded in half and is stapled to the tie. Still another knotless tie is made around the shirt just above the cuffs. There are no markings on the shirts themselves.

This method of laying out and tying the shirts prepositions them for the finishers. No nets are used in laundering. When the shirts come to the fin-

ishers they are untied and placed on the tray, collars toward the operator. The ticket is pinned to the sleeve of the top shirt to signal the finishers that a new order is starting. Old nets are used to separate each order.

The tag accompanies the shirt to the second girl who determines which size box is needed. She automatically assembles the order after folding. In case of a do-over, the incompleting box is put to one side. A regular dry-cleaning day-tag is pinned through a buttonhole and the shirt goes back for rewash. As the single shirt comes through production, the folder matches it up with the original order and completes the packaging, after finishing.

In the drycleaning department, the original synthetic machine was able to handle the work load for the first eight years. Then in 1954 another machine was installed to spread the work load. (By this time John had moved the plant to a more convenient location in Westbury, with drive-in facilities. He had read about the advantages of this in *National Cleaner & Dyer* and heard about it from allied tradesmen.)

Up-to-date equipment

The two wheels did well for him, but John has always been anxious to keep up to date. So this last spring he bought a brand-new, fully automatic synthetic machine. The unit has a capacity of 35 pounds, capable of producing four loads an hour in conjunction with a fully automatic solvent reclaimer. In addition he has a vapor adsorber.

Thanks to the results this machine produced, one man does all of the cleaning (averaging 16 loads a day), the spotting, and also handles the washing of shirts. The plant traded in one of the original machines, but kept the other to make sure there was enough capacity to handle the work. After several months of operation, there has never been need for the second machine, even in high-volume periods that exceeded last year's poundage.

Here is another place where records come in to play an important part. When the new unit and the adsorber were purchased, John was promised at least 20,000 pounds of cleaning per 55-gallon drum of perc. The machine was filled to operating level a few weeks after it was installed and it had a chance to work out any minor bugs. Accurate records were kept of poundage, solvent add-

ed, and perc reclaimed from the adsorber.

After 9,000 pounds were run, the records showed that 55 gallons of solvent had been added. This was a far cry from the manufacturer's claims. A check showed that 14 gallons of this came from the adsorber. It had been stripped down twice in the 20-day test period and produced 7 gallons each time. Investigation with the allied tradesman brought out the fact that they should have been stripping daily.

Since this daily procedure has been put into practice, they now get 3 gallons a day, a tremendous gain over the old setup. At the time of our visit they were getting well over the promised 20,000 pounds per drum.

One more comment concerning methods before discussing merchandising. When John Leonardo moved into his present plant in 1949 he used the services of the NID to provide an efficient layout. Later when he added his shirt unit and expanded the plant, once again he called upon the NID for help.

The result is an extremely efficient layout. There is good workflow with a minimum of backtracking. Slickrails move the work through processing. Wheeled baskets bring the work from the front counter area to the cleaning room at the back of the plant. From that point on the slickrails take over, right to the garment storage area.

Advertising and promotion

Merchandising plays an important part in the success of this plant. We have already mentioned the quick service and quality work, including free repairs. The drive-in facilities, outdoor electric signs and good housekeeping are other evidences.

John Leonardo's most important advertising medium is the yellow pages of the classified telephone directory. He spends over \$60 a month for an eighth-page ad under "Cleaners and Dyers." He also has a one-inch box under "Laundries" for his shirt service. He has still another listing under "Hat Renovators" and two other listings on the white pages of the directory.

John has always been very active in community affairs, too. He's a member of the school board, the PTA, and ex-president of the Chamber of Commerce. He is on the board of directors of the War Memorial Community Center, chairman of the Village Recreation Commission and

Continued on page 37

National Advertising

backs the

Sanitone Dry Cleaner

The most extensive and only consistent national advertising program by any supplier to the Industry, is designed solely to mark the Sanitone Dry Cleaner as the quality cleaner in his community... the home of reliability.

Thus, when you accept a free, no-risk demonstration of Sanitone's new 30-90* in your OWN plant, you do more than experience an amazing level of quality... faster, more efficient production. You become a part of an international network of Sanitone plants displaying the Sanitone Trade Mark... offering a standard of excellence which brings more sales to you.

And your Sanitone Sales Engineer is qualified to help you get the most out of Sanitone's advertising package built around newspaper, radio, television, and direct mail helps.

Find out how Sanitone can increase your volume—and profits. Write today.

*Patents Pending



You look
Wonderful
all the time...

When you select a dry cleaner with the same care you select fine clothes, you look wonderful all the time. The professional cleaning machine line to keep the fine clothes you buy looking and feeling as fresh and soft as the day you bought them. Colors bright, patterns secure, fabrics retain their original shape and texture.

SANITONE DRY CLEANING SERVICE
A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio



You look
Wonderful
all the time...

When you select a dry cleaner with the same care you select fine clothes, you look wonderful all the time. The professional cleaning machine line to keep the fine clothes you buy looking and feeling as fresh and soft as the day you bought them. Colors bright, patterns secure, fabrics retain their original shape and texture.

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SANITONE DRY CLEANING SERVICE
A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio



AFTER THOROUGH TESTING
HANDMACHER
RECOMMENDS THE
SANITONE
DRY CLEANING PROCESS
TO KEEP THE
ORIGINAL SHAPE
TEXTURE AND
FRESHNESS
OF THIS SUIT

Every "Weathervane"
suit carried a tag like this.
Another specific example of how
Sanitone Advertising benefits
Dry Cleaners using Sanitone.



SANITONE Dry Cleaning Service

A Division of Emery Industries, Inc., Carew Tower, Cincinnati 2, Ohio

IN CANADA: Emery Industries, Ltd., 639 Nelson St., London, Ontario

Boiler safeguards— gamble or guarantee?

Even "foolproof" systems need maintenance

By JOSEPH C. McCABE

FOR VERY PRACTICAL reasons the drycleaning industry must have fully automatic boilers. Operating costs, especially for a licensed operator's hire, would put owners' costs so high that the industry's market would suffer.

Boiler manufacturers have gone along with the industry's need for automatic boilers by supplying units as nearly fully automatic as their knowledge permits. Yet we know every drycleaning man with an automatic boiler in his plant has a sword hanging over his head.

The Hartford Steam Boiler Insurance Co. tells us that of all boiler explosions occurring in industry about one-half take place in drycleaning and laundry plants—the largest single source, by far! Its explanation: "Many laundry and drycleaning operators accept automation as a substitute for training. They adopt no schedule of testing or maintenance and allow the boiler to operate itself. Mistakes often occur." (See Table I for a recommended annual safety schedule.)

Most of the drycleaning industry looks on an automatic boiler along the lines of the cartoons (Figs. 1 and 2). We expect every automatic boiler to have built into it all the operating attention it will ever need (Fig. 1). More than that (Fig. 2), we expect the boiler to be so simple in its workings that the janitress can start it up,

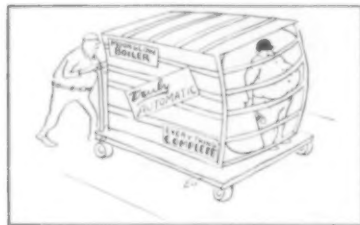


Fig. 1. Usual owner of automatic boiler expects it to come with built-in operator

Table I. Recommended Annual Controls Inspection

Set up this schedule for the proper inspection of equipment by a service engineer, factory representative, or other qualified person.

1. Check all wiring to the units for grounds and for tightness of wiring connections.
2. Check contactors, switches and relays, for smoothness of operation and proper alignment of the contacts. Any worn or burned contacts should be replaced.
3. Determine that all control enclosures are free of dust and dirt and that the covers are kept on and the working parts in dust-free condition.
4. Completely dismantle the feedwater regulator or water level control and/or low water fuel cutoff to determine that they are in satisfactory operating condition. Some of the difficulties commonly found are:
 - (a) Accumulations of sediment in the bottom of the float chamber.
 - (b) Scale or barnacle-like deposits

adhering to the internal surfaces that may interfere with the action of the float.

(c) Damaged float or float arm.

(d) Worn or corroded shaft in stuffing-box, and too tight or hard stuffing-box packing.

(e) Defective or loose mercury tube switches.

(f) Cracked or otherwise defective syphon bellows.

5. Examine all steam and water lines to controls to determine that they are clear of scale and arranged to insure proper operation.
6. Determine that all controls and connecting lines are protected from freezing.
7. Examine all control valves in fuel lines. Dismantle if necessary, to determine that they are in good condition.

The length of time between scheduled checking and overhaul periods will depend upon several items:

1. Number of hours per day operation.
2. Load to which boiler is subjected.
3. Frequency of operating cycle.
4. Recommendations of the manufacturer.
5. Experience obtained by operation.

The most satisfactory method of obtaining accurate information on which to base a proper testing and maintenance schedule is to keep a complete log of the boiler operation. This log should provide a record of at least the following:

1. Hours of operation.
2. Record of the load carried at regular intervals.
3. Pressure.
4. Record of tests of all operating and control devices and conditions found as result of tests.
5. Complete record of conditions found at scheduled overhaul of operating and control devices.
6. Work performed on boiler and auxiliary equipment.
7. Replacement of devices that may have a relatively short life, such as mercury tubes in level controls and cells and electronic tubes in flame-failure controls.

A properly maintained log will provide reliable information on which to base the length of time between overhauls or replacement of parts.



it's a "paint remover"



it's a "lipstick remover"



it's an "oxidized oil remover"

TarGo® is the all-in-one spotter for all types of oil-base stains

The most versatile spotter ever made – that's Wilson's *TarGo*. Saves you time, saves you trouble – takes the place of two or three different products for a whole long list of stains. Supercharged to remove the toughest "hard-set" stains, even after tumbling – and make quicker, easier work of routine spots. Ready-to-use right from the bottle without messy mixing and troublesome measuring. Best there is, too, for lipstick, ball pen ink, crayon and mascara loads . . . and you don't have to distill after using *TarGo* in the wheel either.

TarGo comes in quarts, gallons and carboys...order some today from your jobber



Ask about Wilson's new
*Drycleaner's Stain
Removal Kit* . . .
contains *TarGo* and five
other fine spotting aids

A. L. WILSON CHEMICAL CO.
KEARNY, NEW JERSEY



are our only business

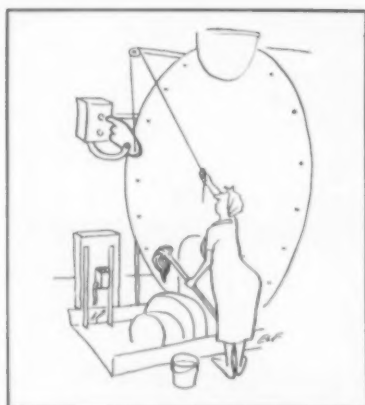


Fig. 2. The janitress doubles as engineer

forget it, and when the boiler is no longer needed, shut the unit down. The unfortunate fact is that there "ain't no such animal."

The shape of things

Most drycleaning plant boilers use gas or oil. Some use coal-fired stokers, and problems—that is, explosion problems—are rare indeed with stoker units. Any build-ups of explosive nature within a stoker furnace usually puff back and blow open the furnace doors or, at the worst, tear out the breeching leading to the chimney. Gas and oil are entirely different. Yet the cost of stokers, the need for an operator to run them, the rent charges for space to store the coal, and the mess of disposing of the ashes make gas or oil the preferred fuel.

As to whether gas or oil is safer to use, the experts tell us one has no special advantage over the other. Our Hartford Steam Boiler source states:

"In over-all effect, oil and gas differ very little. It appears from past experience that if equal large numbers of gas-fired and oil-fired boilers were to be operated for equal lengths of time, almost three times as many furnace explosions would occur to oil-fired boilers as to gas-fired boilers. But on the other hand, the average damage in dollars caused by each gas explosion probably would be higher than that of each oil explosion despite the fact that some of the property damage in oil explosions is soot damage, a kind that does not ordinarily occur with gas. Also, approximately 8 percent of the oil explosions and 16 percent of the gas explosions would cause injuries or death."

Well, what goes wrong? You'd certainly figure that by now the op-



Fig. 3. Never repeatedly push the start button

eration of burning gas or oil in a furnace should be no more of a problem than running a refrigerator at home. And you are absolutely right. That is exactly what the problem is. Nothing ever made by man can run forever without breaking down, and if the breakdown is a control over the air supply or the fuel supply to your boiler—then watch out!

Here is the only way you can run an automatic plant with reasonable safety:

1. Under contract, engage the services of a qualified service company to test and repair all boiler operating and safety controls at least twice each year.
2. If applicable, during each visit

require the serviceman to include at least a check of:

- a. Ignition electrodes for burned metal, carbon deposits, position and spacing.
- b. Ceramic insulators of ignition electrodes for cracks.
- c. Insulation on leads from ignition transformer to electrodes for brittleness and cracking.
- d. Secondary voltage of transformer.
- e. Burner nozzle or cup.
- f. Flame-failure response period.
- g. Trial-for-ignition period.
- h. Pilot-flame-establishing period.

3. Assign a reliable person to check for:

- a. Existence of lingering, lazy flame each week immediately following a firing cycle. (Call the serviceman if such a flame appears.)
- b. Puddles of oil or oil stains on boiler room floor.
- c. Cleanliness of oil strainer. (Clean weekly if heavy oil is used.)
4. Call the serviceman if the flame puffs or smokes, and
 - a. Never attempt to reignite the fuel after a safety device has stopped the firing, until the reason for the operation of the safety device has been determined and corrected.
 - b. Never repeatedly press the "start" button (see Fig. 3).
 - c. Never attempt manual ignition (torch or pushbutton) until the furnace has been thoroughly vented. During this venting period any manually operated stop valve in the fuel line should be closed.

Continued on page 37



Fig. 4. It was practically impossible for manufacturers to comply with all the construction rules of the many state laws

**Let's Hear What
Plant Owners
Have to Say-**

Plant Owners Like to Do For Many Reasons -

Money-Making Plant Layouts

"I like the way Detrex factory and distributor representatives, with complete knowledge of every phase of a drycleaning operation, engineer their installations. The right equipment, properly arranged and installed, often means the difference between profit and loss."



Harold Kalbfleisch
Birmingham Cleaners
Birmingham, Michigan

Equipment to Fit Every Need

"We know that regardless of our cleaning equipment requirements, there is a quality-built Detrex machine to do the job. And feature by feature, we know that any Detrex machine we select will out-perform, last longer and require less maintenance than any other drycleaning unit."



Louis E. Keller, Sr.
Louis E. Keller, Jr.
Bond Cleaners
St. Louis, Missouri

Expertly Engineered Installations

"We watch our cost and profit picture closely. When we installed a 'Detrex-engineered package' we saved hundreds of dollars a month and still produce a higher grade of cleaning. Our only mistake was that we waited too long to make the change."



Sam Moore, Father

Fred Moore, Son

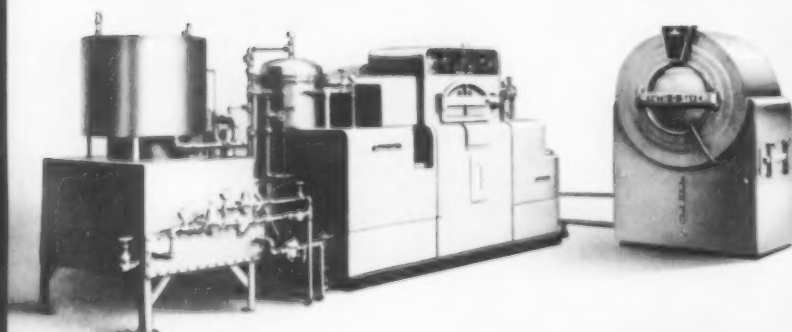
Riverside Cleaners
Burbank, California

Industry's Best Built Machines

"I say that the quality materials, durable construction and expert workmanship in all Detrex machines really pays off! In my plant the Detrex machines—after 11 years—give me less trouble than any other. It's important to me to know I am free of maintenance problems and can concentrate on my sales."



John Nahigian
Purity Laundry, Inc.
Providence, Rhode Island



They All Add Up to —
More Profitable.

Hundreds and hundreds of plant owners have experienced, in one or more ways, that doing business with Detrex means more than just the purchase of an outstanding piece of equipment. It means that a profit partnership of long duration is formed. It means that you, the plant

Business With **DETREX** Here Are a Few of them!

Finest Solvent Recovery Units

"For my money, you can't buy better solvent recovery units than Detrex Synth-O-Savers. They give efficient solvent recovery and completely condition clothes for faster, easier finishing. My Synth-O-Saver has paid for itself many times over in a very short period."



Wheaton Blanchard
La Charme Cleaners, Inc.
Seattle, Washington

Expansion

"Detrex quality equipment and service have played a most important part in our rapid expansion from one plant in 1957 to eight plants in 1960. Low maintenance costs and trouble-free operation of our Detrex machines have helped speed up our expansion plans."



Samuel Boorstein



Morris Klugman



Harry Boorstein

Blue Ribbon Valet Shoppes
Washington, D.C.

Liberal Lease Program

"We have successfully used the Detrex 'Liberal Lease' program to achieve market penetration and hit the profit point before equipment payments are due. It seems to us that this is the ideal way to expand our business. We are happy to say that all of our Detrex leases have been converted to purchases."



Michael Johnson
Fort Liberty Cleaners
Lincoln Park, Michigan

Sincere Follow-Up Service

"When we do business with Detrex, we are assured of factory and distributor support unequalled in the entire industry. The parts and service facilities of the Detrex organization assure us of the maximum in production from our equipment. Forty years in the industry has taught us that this is most important."



Ray Heavrin
La Salle Cleaners
Wadsworth, Ohio

a More Pleasant, Long Term Operation

owner, can avail yourself of the largest group of service distributors, factory engineers and installation experts in the business. It means, too, that you belong to a select group of operators, building a business on quality drycleaning and profiting from more satisfied customers.

CLIP OUT AND MAIL FOR MORE INFORMATION

DETREX CHEMICAL INDUSTRIES, INC.

Box 501, Detroit 32, Michigan

Please send me the following Detrex literature:

- | | |
|--|--|
| <input type="checkbox"/> Monarch 528 and 528B literature | <input type="checkbox"/> Synth-O-Saver literature |
| <input type="checkbox"/> Drycleaning Machine Catalog | <input type="checkbox"/> Econ-O-Perk literature |
| <input type="checkbox"/> Dialomatic Conveyor literature | <input type="checkbox"/> 30-Month Lease Plan Information |

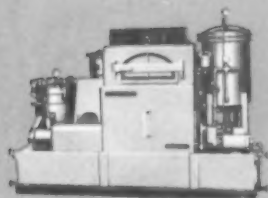
NAME _____

COMPANY _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

LEASE NEW EQUIPMENT NOW— Make No Payments For Six Months



CORONET

Made-to-order for
Low Volume Operators.
Single-Bath Model 422.
80 lbs. per hour.



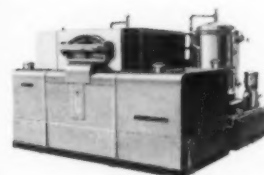
DELUXE MONARCH

Ideal for operators in
Medium-Low range.
Single-Bath Model 528.
Two-Bath Model 528-B.
140 lbs. per hour.



DIPLOMAT

Meets the Needs of all but
Biggest Operators. Single-
Bath Model 560.
Two-Bath Model 560-S.
200 lbs. per hour.



AMBASSADOR

Highest Capacity in the
Synthetic Field
Single-Bath Model 600.
Two-Bath Model 600-S.
300 lbs. per hour.



SYNTH-O-SAVERS

Standard Model 326,
Automatic Model 326-A.
35-lb. capacity.
Standard Model 340,
Automatic Model 340-A.
50-lb. capacity.



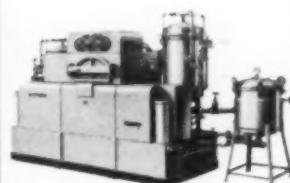
ECON-O-PERK

Model 30—5 gal. capacity
for smaller sized
operations. Doubles
solvent mileage through
air recovery.



ECON-O-PERK

Model 60—10-gal. capacity
for larger sized
operations.
Doubles solvent mileage
through air recovery.



MONARCH

Ideal for operators in
Medium-Low range.
Single-Bath Model 527.
Two-Bath Model 527S.
140 lbs. per hour.

Litho in U.S.A.

BUSINESS REPLY CARD

No Postage Stamp Necessary if Mailed in The United States

5c POSTAGE WILL BE PAID BY—

DETREX CHEMICAL INDUSTRIES, INC.

BOX 501, DEPT. EE—600

DETROIT 32, MICH.

FIRST CLASS

PERMIT NO. 9288

Detroit, Mich.

Mail this Post Card
TODAY

for complete information on Detrex equip-
ment, financing terms or leasing plan. Just
fill in and mail, no postage required.

DETREX

CHEMICAL INDUSTRIES, INC.

BOX 501, DETROIT 32, MICHIGAN

PATTERN FOR SUCCESS

Continued from page 28

an officer of the Long Island Columbia College Club, to name a few activities.

In other words, John keeps plowing back his time and efforts into the community, just as he reinvests his earnings in his business. He isn't content just to stand still, or to take out without putting something back, whether for the community or his plant. This fact alone is one of the most important reasons for the growth of the business.

Westbury Valet Cleaners is basically a cash-and-carry operation. About 2½ years ago John realized that he was getting some business from the wealthy families that populate his section of Long Island. But it was only a small part. These people used his services for emergencies, but sent the bulk of their work to plants that offered delivery service.

For high-income customers

So he did something about it. At that time he offered a de luxe service, which he calls "Gold Crest." His regular prices are \$1.45 on men's suits, \$1.65 and up on ladies' garments and 75 cents on half garments. The Gold Crest service is 25 percent higher. It involves extra close inspection, hand finishing, and special packaging.

He started a route service to his rich prospects that sells only the premium service. Service is offered twice weekly. The volume represents about 10 percent of the plant's gross. In itself it isn't too important, but it does add to the prestige of the firm and identifies the plant as a top-quality organization.

In addition to the wealthier clientele, the route also services three motels in the area that get same-day service. The route takes only about a half day of the salesman's time. The rest of the time he spends in the plant working in various departments. Practically all of the route work is on a charge account basis.

To sum it up, all of the principles used by this plant develop sound, steady growth. Until February 1958 there were four on-the-premises cleaners in Westbury. By February 1959 six more came on the scene. Yet despite the over 100 percent gain in the number of plants, Westbury Valet continued to grow and still does. The principles upon which the business operates pay off. # #

QUALITY UP—reports Bureau of Standards

A REGIONAL conference for member plants of the Bureau of Laundry and Drycleaning Standards, Washington, D. C., attracted more than 40 plant superintendents, supervisors and inspectors to the Statler-Hilton Hotel, Cleveland, Ohio, March 26.

An audit check was made of laundry bundles and drycleaning orders from six participating plants. The director of the Bureau, Vian Silliman, and president Peggy Dwyier noted a definite improvement in the quality of work produced by member plants. Most noticeable gains were made in the following categories:

1. More orderly handling of men's socks in the laundry bundle. In practically every bundle audited socks were folded pair by pair on top of the flatwork.
2. Neater stacking of the bundle—better folding of sheets, towels and flatwork—making for more eye-appeal when the package is opened by the housewife.
3. More emphasis on attractive packaging—use of colored tissue paper, handkerchiefs tied with colored string, the name of the plant imprinted

BOILER SAFEGUARDS

Continued from page 32

Be sure that adequate draft for venting is available.

The insurance company statistics indicate that about 21 percent of all explosions on gas-fired or oil-fired automatic boilers are directly traceable to absence of any testing or maintenance program whatever.

What's ahead

Boiler safety controls as equipment stand in exactly the same place that boilers themselves stood 40 or so years ago. Every industry wanted and needed boilers. Yet there were so many designs, so many different ideas on what was needed and what wasn't that these valuable industry tools were tearing apart or collapsing at riveted joints or connection joints with disastrous results. Almost every major city knew the problem firsthand and began to set up rules and regulations of its own to protect people and property.

on bright kraft paper—also improves the looks of the bundle.

4. Better processing of tablecloths with closer attention to correct folding eliminated creases in every bundle inspected.

Results of a round-table discussion at the afternoon session indicated that the two most prevalent problems facing supervisory personnel are:

- a. How to communicate successfully with employees.
- b. How to cope with labor turnover.

Supervisors with a designated number of employees assigned to them have a better chance of training on a day-to-day basis. Factors such as coffee breaks, in-plant music, etc., relieve the monotony and fatigue of production workers and help keep them on the job.

The following plants participated in the day-long conference: Monarch Laundry, Chicago; Palace Quality, Detroit; Champion and North Laundry and Cleaners, Pittsburgh, Pa.; Davis Laundry and West End Laundry, Cleveland, Ohio. # #

The cartoon (Fig. 4) gives a better picture of the situation than words can tell. The average boiler manufacturer had so many rules and regulations to meet that he couldn't build a boiler.

Today's control equipment manufacturer has faced a somewhat different situation up to now. The insurance companies impose certain very broad requirements that give the manufacturer considerable license. There is such a spread in fixing responsibility that the boiler manufacturer, the burner supplier and the control equipment vender all wind up trying to thrash out the answers whenever trouble occurs.

Several of the engineering societies, under the pressures of equipment users, are beginning to put together committees of competent engineers to probe this problem, come up with recommendations and eventually set standards. But for the moment you must depend for your safety upon the regular check-up program we outlined in the steps above and the annual controls inspection of Table I. # #

Permanent creasing of wool garments*

By DR. DOROTHY S. LYLE

CURRENT CONFUSION over synthetic fibers and finishes will be compounded as textile technology moves forward into the Soaring 60's. The ever-continuing flow of new textile products into the consumer market is making it more difficult to evaluate what these developments mean in terms of performance in wear and use—and to drycleaning.

Perhaps you have read in the public press about a new finish called Si-Ro-Set, a permanent creasing process for wool. About a million pairs of trousers so treated are on the market. It is predicted by the textile press that more than 2,500 men's wear retailers across the country will be selling permanently creased trousers this fall. The latter will be treated with solutions sold under brand names such as Onc-et and Thio-set M. It is further predicted that within five years all men's wool trousers sold in this country will have permanent creases, and that this treatment of wool is to be extended to the permanent pleating of women's and children's skirts.

What does this mean to the dry-cleaner? How will this new treatment affect our industry? NID has tried to get some of the answers for you by making a wear test on Si-Ro-Set treated garments.

First of all, the application of these finishes to garments does not mean that the treated garment has wash-and-wear properties, or that they will be immune to the need for drycleaning.

Sewn-in woven labels advise the customer, "Dryclean Only." Treated wool fabrics will still, under improper conditions of moisture, heat and mechanical action, be susceptible to normal felting shrinkage just as is untreated wool.

Si-Ro-Set is a term which is registered in Australia by the Commonwealth Scientific and Industrial Research Organization. It describes a

solution of certain chemical concentrations and purity. Use of the process in the United States has been made possible under a licensing program.

Chemically, the solution is described as ammonium thioglycolate concentrate, which is what is used in permanent waving solutions for curling hair.

The basic method of treating garments consists of three separate steps. The first step is the application of a dilute Si-Ro-Set solution to the garments by spraying. Application of the solution and subsequent procedures depend on slight chemical and physical changes inside the wool fiber to produce a permanent crease.

The second step is setting the final shape of the sprayed garment. This may be done with steam on a press or in a steam box or autoclave. The sharpness of the crease is related to percent pickup of solution, fabric thickness, and the amount of mechanical pressure used during setting.

The third step is drying the garments in a heated cabinet.

The method of processing seems so simple you no doubt are wondering if you will be able to process trousers in your own plant, and thus add a new service for our customers. At the present time we cannot recommend this treatment of garments in drycleaning plants. If at some future date we find this is possible, we will, of course, inform you.

You may recall that in 1950-51 NID's Research Department did a considerable amount of research on the effect of thioglycolate on dyes as applied on rayon, acetate, and wool fabrics. The results were published in NID's Technical Bulletin T-254, Color Damage From Cold Wave Solutions.

The technical bulletin pointed out the problems of color change, color loss, bleeding and staining, and objectionable odor. These same problems may be encountered in the application of Si-Ro-Set to garments, if application is not properly controlled.

Last year NID undertook a wear study on three different sets of Si-Ro-



DR. DOROTHY SIEGERT LYLE, one of the nation's foremost authorities on textile and fabric care, is director of consumer relations for the National Institute of Drycleaning. She is the author of "Focus on Fabrics," a mammoth, authoritative text on the many problems involved in fabric maintenance, which was published by NID in early 1958. Since coming to the Institute in 1948, Dr. Lyle has continually investigated new fabrics coming onto the market. She maintains an extensive speaking schedule, making several dozen talks a year to widely scattered groups throughout the nation.

Dr. Lyle became national president of the American Home Economics Association in June 1960. She has been active in AHEA for many years.

Set treated wool trousers. Each set consisted of four trousers—one was maintained as the original and the other three were put into wear.

Three fabric types were studied. One was a hard-finished brown wool gabardine, another a hard-finished worsted flannel, and the third fabric type was a soft-finished blue wool flannel.

The wear study pointed up several interesting things: The nine men who wore the trousers liked them. They liked the fact that the trousers kept a sharp crease during wear, with several exceptions.

One person, who wore a pair of the

* From a talk at the annual National Institute of Drycleaning convention, Chicago, Illinois, February 22-24, 1960.



You are on top of the world...

when you use

PACE-PERK

the unbeatable soap!

Pace-Perk, used exclusively in Perchlorethylene, does every job you want a dry cleaning soap to do . . . and, it does it better. Specially designed for charge system cleaning in Perchlorethylene only, Pace-Perk gives you amazing spot removal and the ultimate in cleaning efficiency. **PACE-PERK REALLY WORKS!**

**YOU ENJOY THESE ADVANTAGES OVER
ANY COMPETITIVE PRODUCT!**

- No lint
- No filter pressure
- High carbon soil removal
- Use with or without rinsing
- Can be used with all moisture controls
- Easy to test
- Soft feeling garments
- Amazing spot removal
- Cleans with or without water
- Whites whiter
- Blacks blacker



**Caled
Products**

COMPANY,

INCORPORATED

BRENTWOOD, MARYLAND



Mrs. Care will tell your customers it's wise to clean blankets before they're stored.
How? See page 53



THE DOW CHEMICAL COMPANY
Midland, Michigan

soft-finished flannel trousers, felt his trousers never completely lost their crease but the fabric did not have a sharp crease after wear and drycleaning.

The fact that the trousers were permanently creased and maintained their shape well did not decrease the need for drycleaning. The fabrics wrinkled, particularly in the crotch area. They became soiled and stained in use, and required spotting. Tears that occurred during wear needed to be mended.

Two of the men wearing the brown gabardine trousers got caught in a hard downpour of rain during the first wear period. Both complained of an offensive odor while the trousers were damp and in the confined area of a closed car. Each said it was necessary to press the trousers before wearing them again. Another commented on a slight odor that developed in the clothes closet where he hung the trousers. No other comments were made about odor. If the steps of the finishing process are properly controlled by the garment maker, no odor should develop during wear and drycleaning.

A third man had a misfortune dur-

ing the sixth wear period—he was standing on the edge of a large sunken goldfish pond, trying to straighten a Christmas tree that had been mounted in the center of the pond. He slipped and one leg went into the pond half way up to the knee. After drying, the trouser leg lost its sharp crease and was wrinkled. The trouser leg required pressing before he would consent to wearing them again.

Perhaps of greatest interest to our industry will be the finishing or pressing of treated trousers after wear and drycleaning. We found that the Si-Ro-Set treatment did not reduce the pressing time nor make finishing of the trousers any easier. It is important in pressing the treated trouser that the finisher press along the original crease line, since this set crease line cannot be completely pressed out and reset like a crease in an untreated wool garment. It was difficult to match the original creases.

The finisher in a drycleaning plant frequently finds it necessary to correct and change the rear crease of the trouser legs. This may be necessary to bring the rear crease into alignment with the front crease, thus permitting the trouser to hang on the hanger without rolling, and to make the creases hang properly on the wearer.

In the treated trouser, the rear crease may be misplaced for several reasons:

First, the original crease at the factory is made on a legger-type press. The initial lay or positioning of the

trouser leg determines the permanent crease line. Mispositioning at this point may cause finishing problems in a drycleaning plant.

Not all men are a perfect size, so trousers may require altering either by letting out or taking up seams at the time of purchase. If the trousers are not altered in a certain way, a finisher finds it necessary to change the creases either in front, rear or both, so that the trousers will hang correctly on the wearer.

If the alteration is not made correctly, the crease lines will be off-center. Finishers who attempt to change creases for either or both of these reasons will find this difficult if not impossible to do without leaving traces of the permanent crease. For this reason, it would appear to us to be more logical for the clothier to treat garments immediately after alteration in order to assure correct permanent crease alignment. No doubt this would not be practical.

As we move into the 60's, we shall continue to watch this development. If you've had a slight case of the jitters on reading how this finish will make pressing of wools a lost art, we hope we've put your fears to rest. It is within the realm of possibility that this treatment, upon modification and improvement, and as it is applied to trousers and particularly pleated wool skirts, may be a most welcome development in drycleanable garments. We shall report any changes that may affect your business or plant. # #





"Yellow Pages advertising helped us become one of Virginia's largest quality cleaners!"

says B. R. Gygi, Vice-President, Compeco Cleaners, Norfolk, Virginia

"Being an advertiser for 30 years, we know the Yellow Pages has proven itself to be of great value in building our business.

"People in Norfolk, particularly the changing Navy population, use the Yellow Pages to 'find us fast.' Our extensive advertising under *Cleaners & Dyers*, *Carpet Cleaners* and *Furs—Storage* has helped us increase year-round business for all our branches."

Whether you have a chain of several branches or only one store, you can build year-round business by advertising your services in the Yellow Pages of your telephone book.

Call the Yellow Pages man at your Bell telephone business office now. He'll be glad to help you plan an advertising program that will reach your best prospects—the people who are ready to buy what you sell!



Display this sales-building emblem wherever your prospects can see it. The Yellow Pages representative will gladly supply as many as you need.

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IN VIRGINIA BEACH, VA.

Call GAAmer 9-4455

THIS DISPLAY AD (reduced) under Cleaners & Dyers...and advertising under several other headings...keep phone-in and walk-in traffic coming in to Compeco's 10 branches!

Mechanization and systems

boost profits in small plants and increase productivity for any plantowner

By LAURA HERRMANN PORTERFIELD

THE SMALLER THE PLANT, the more mechanization is needed. There are some specific operations that must be done with every order that comes into the cleaning plant, regardless of the size of the business. Any machine or device that does work formerly done by man makes that job easier.

The invention of the wheel took burdens from the shoulders of man. Each new invention has the effect of temporarily putting someone out of work, but in the end human inventiveness has always served to free men for greater productive efforts.

Machinery in our industry has been improving so rapidly that it has been

difficult for many of us to keep up with it. But if we check carefully we find that through the use of these new inventions we can produce much more work in a shorter period of time with the same or a smaller number of employees. This is one reason why a "husband and wife" plant can be so

much more productive today than it could be, say 10 years ago.

Of course, mechanization and the use of the latest techniques require us to study and keep abreast of things at all times. Unless we keep improving our plants they will deteriorate and so will our list of customers.

We all like to go to a place that is new and modern. Look at the shopping centers and notice how the women all go to the newest one. If it is an improvement, they will desert the old place.

Efficiency at counter

Even the processing of incoming and outgoing work must be up-to-date. First of all, the order must be taken over the counter from the customer. This can be done by the do-it-yourself method, having the customer fill in her own invoice, or there can be an employee to wait on her. This is also true at the finished end of the order; there must be someone to return the order to the customer or some automatic means of doing this along with taking the money for the work done.

Today we can have a small counter in the front office that houses all the necessary equipment for marking in a customer's order and getting it ready to go into the cleaning machine.

Continued on page 44



Business machines speed marking and improve accuracy

Lloyd's
CLEANERS
WOOL AND FUR STORAGE

PHONE MU 2-4997 4023 E. BELLOGG RD 5-4297

Active Member & Graduate - National Institute of Drycleaning

NAME: Hill, J. DATE: 2-15-1960

ADDRESS: _____

MON.	TUES.	WED.	THUR.	FRI.	SAT.																																																
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PHONE MU 2-4997 4023 E. BELLOGG RD 5-4297

Active Member & Graduate - National Institute of Drycleaning

NAME: W. Reimer

ADDRESS: _____

DATE: 2-15-1960

FEED: 00 2 R 0 *

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PAY ONLY
LAST AMOUNT
IN THIS COLUMN

PLANT COPY

Figures 1 and 2



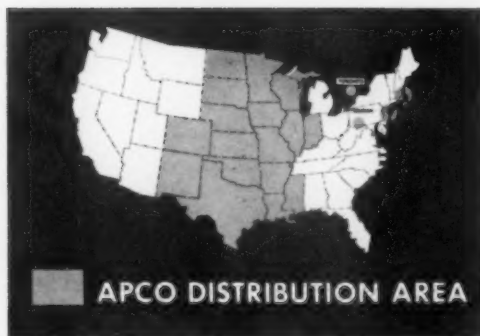
QUALITY SPEED ECONOMY

**—you get ALL THREE when you use
DEODORIZED APCO Drycleaning Solvents!**

In the space-age Sixties, drycleaners must please consumers demanding new heights of quality and service. Garments must be returned completely clean and fresh—looking their brightest and feeling soft and new. Speedy 4-hour or 1-hour service will be a must. Greater efficiency and economy in the plant will be vital.

All these aims are realized when you use DEODORIZED APCO 125 or DEODORIZED APCO 140. Besides having the inherently superior cleaning quality of petroleum solvents, DEODORIZED APCO Solvents have substantially all impurities removed by an exclusive, patented depolarization process. This results in a complete absence of residual odor, sharply reduced tumbling time and temperatures, fewer wrinkles and faster, easier finishing. Throughput goes UP... labor-volume ratio goes DOWN.

For the whole story on DEODORIZED APCO Solvents for success-minded drycleaners, get together with your APCO Solvents man. If you're not already acquainted, we'll be glad to send you his name on request.



ANDERSON-PRICHARD OIL CORPORATION

Oklahoma City, Oklahoma



Modern cleaning equipment helps, too

Continued from page 42

When the customer enters, we necessarily write her name and other pertinent information on an invoice, which can have a claim check attached with perforations so that we merely remove the check stub and hand it to the customer. We then are able to list on the same invoice the various items brought in by the customer. This can be done immediately or the bundle can be put aside, if there is more than the one customer at this time.

What type of invoice?

Many different types of invoices are available today. In a small plant, an invoice like Fig. 1 may give all the data you can use in filling out your orders. Ninety-five percent of all articles that come into the plant are listed on this type of invoice along with the date for delivery. It soon becomes quite automatic to check the various items and it is much more quick and safe than with pen and ink.

There are also invoices that can be filled out by the route salesman or counter girl and then placed in an automatic listing machine like the one in Figure 2. All the listing is done for you on this machine, which is similar to an adding machine. Again the type of invoice must be geared to the size of your plant; it may be that marking with pen will be less expensive for you than using the larger machine.

If there is more than one customer in the store and you wish to remove one order from the counter before waiting on the next customer, you can do this quickly and easily and still in a neat and attractive way. It is suggested that you try the bagging meth-

od shown in the accompanying photo. This consists of a bar that fastens to the edge of your counter, and has two hooks near the ends. Over these the sacks hang from two metal-edged holes in the hemline of the sacks or bags.

This is one of the fastest ways to get a customer's order off the counter, and each order should be in a sack before the next customer is waited on. Your next customer will not mind waiting that extra second or two, since this will show her that you are efficient and care about every one of your customers. She knows that if you take care of the other customer's garments like that, you will treat hers in the same manner.

As to the bookkeeping and number

of duplicate or triplicate copies of an invoice you want to have, it is entirely up to you and your methods of identifying your orders and listing your books. For the small plant three should be sufficient. The original goes to the assembly department and thence on to the customer's completed order. This can be removed and used to balance with your cash on hand at the end of each work day. The duplicate can be kept in the office for a record in case the customer returns before the order is completed and on the outgoing lines. Or, this duplicate may be given to the customer with her order if she desires a copy, while the original will be your permanent office record. The third or triplicate copy can go to your bookkeeping department.

Simple identification

Then there are many ways of identifying clothes as they go through your plant. Premarked tags can save a great deal of time over the old way of writing with ink, and the danger of spillage is removed entirely. Most of these tags are very simple to work with, and none of us need any longer use tags that are written on with pen and ink.

Most tag companies supply a neat tray to hold the various tags. This can be kept at one end of your counter and the girl can mark in the clothes between waiting on customers. This, instead of standing there tying up the bundle—either with the sleeves from one of the garments in the order or with string, and then carrying or trans-

Continued on page 68



Assembly and bagging in call office utilize counter girls' time



Today, the well dressed shirt wears **POLYETHYLENE**

There's something extra fresh . . . almost spanking new . . . about laundered shirts packaged in clear polyethylene. Customers respond to polyethylene packaging, and this response can build laundered shirt business for you.

Look at the special advantages polyethylene packaging offers:

Polyethylene film's "see-through" clarity is a show window for the service you're selling your customers. They like the clear, durable packages.

Polyethylene film is easy to print on—lets you merchandise your quality laundering right on the shirt package.

Polyethylene film works well in packaging

operations . . . resists tearing . . . can be easily heat sealed.

Polyethylene film is the most inexpensive *clear film* you can buy.

Polyethylene film is now clearer than you've ever seen it before. One of U.S.I.'s polyethylene resins — PETROTHENE® 207 — has become one of the most popular with producers of film used for packaging shirts. Ask your supplier about the special advantages of clear polyethylene film. U.S.I. will be glad to furnish the names of extruders making this film.



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LEGAL DECISIONS By A. L. H. STREET

Garment Insurance

For insurance loss purposes, are garments left with a cleaner and still held at the time of loss "in storage" and not covered?

The recent case of Aetna Insurance Co. v. Warren, 329 S. W. 2d 536, before the Arkansas Supreme Court answered this.

The insurance company had issued to cleaner Warren a customer goods policy which insured articles accepted by the insured for cleaning, renovating, pressing, repairing or dyeing while on his premises. Fire destroyed garments belonging to a customer and her daughter. They joined the cleaner in suing on the policy. The insurance company defended on the ground that the garments at the time of the fire were held in "storage" and so excluded from insurance coverage. The trial judge awarded judgment in favor of the plaintiffs on the ground that the evidence conclusively showed that the garments were not held in storage. On appeal by the insurance com-

pany, the Supreme Court sent the case back to the trial court for a new trial.

A majority of the justices were of the opinion that a jury should be permitted to decide whether the garments had passed from the cleaning stage to storage. Two of the judges, a minority, thought that the case ought to be sent back with instructions to dismiss it because the evidence conclusively showed that the garments were being held in storage.

The policy contained a clause that the insurance covered: "All kinds of lawful goods and articles accepted by the assured for cleaning, renovating, pressing, repairing or dyeing." Another clause read: "Goods held by the assured without instruction from the owners to hold on storage shall not be considered as being on storage."

The cleaner's place of business had no separate building or separate compartment used exclusively for storage. There were certain racks set aside where clothes were held in mothproof bags for varying lengths of time, as distinguished from the place where they kept clothes which had been processed and which normally would be called for within two or three days. There was testimony that when the customer brought the clothes in she instructed the cleaner to process them, place them in a mothproof bag and hold until fall. There was other testimony that her instructions were to process the clothes and hold them until she called for them.

Chief reasoning of the dissenting judges:

"I can find no substantial evidence upon which a jury might say that the appellees' clothing was not in storage at the time of the fire. The loss was therefore excluded by this clause in the policy: 'Goods accepted for storage on which a process charge has been made or is to be made are covered only during process and transportation.' It is undisputed that the processing of the appellees' clothing had been completed when the garments were placed in mothproof bags. The customer candidly admitted that she had probably told the cleaner to hold the clothing until fall. With like candor, she stated without equivocation that her affidavit of loss, executed soon after the fire, was correct. That affidavit contains this question and answer: 'Was article to be laundered, cleaned, pressed, altered, repaired or stored? Clean, put in M.P. bags and

hold till fall.' The ticket made out at the time by the cleaning company's clerk recited that the garments were to be mothproofed and stored.

"The policy admittedly did not cover the clothing while it was in storage. The customer unquestionably left the clothing with the cleaning company with instructions that it be cleaned, placed in mothproof bags and held until fall. The fire occurred after the garments had been cleaned and put in mothproof bags."

Truck Insurance

Can a drycleaner collect insurance on the stolen contents of an insured delivery truck which was left unlocked?

A case decided by the Louisiana Court of Appeals in New Orleans answers this, although it involved theft of electronic equipment from a service truck and not a cleaner's delivery truck. While a serviceman left his truck unlocked in front of a building for about 15 minutes, someone stole the contents, worth more than \$1,100. The truck was covered by a policy that insured against loss of contents by theft or burglary "with visible evidence of forceful entry."

The court decided that suit to collect on the policy must be dismissed because there was no visible evidence of forcible entry, such as would have been evident had the truck door been locked. (Petrie v. Millers Mutual Fire Insurance Company of Texas, 115 So. 2d 228.)

Routemen's Status as Employees

Should independent routemen be counted as employees for coverage by a state workmen's compensation law?

The Georgia Court of Appeals, Division No. 1, recently answered that
Continued on page 78



Mrs. Care will tell your customers that identifying the stain helps you get it out!

How? See page 53



THE DOW CHEMICAL COMPANY
Midland, Michigan

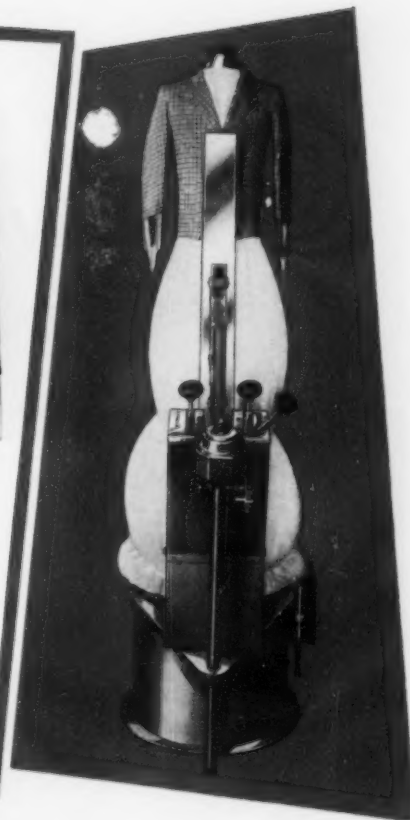
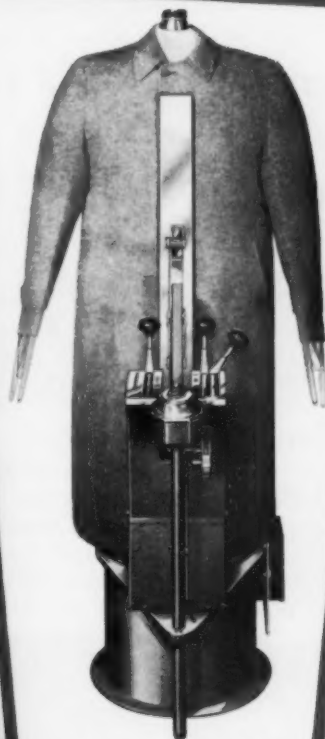
A book on "Legal Decisions for the Drycleaner," by A. L. H. Street, has been published by THE NATIONAL CLEANER. The problems discussed are classified by subject for convenient reference.

"Legal Decisions for the Drycleaner" is available at \$2.00 per copy from:

THE NATIONAL CLEANER
466 Lexington Ave.,
New York 17, N. Y.

...from dad's
overcoat

...to junior's
jacket



a perfect fit for every garment on the NEW CISSELL FORM FINISHER

Whatever the garment . . . whoever the owner . . . you can build customer confidence through perfect finishing on the new, improved Cissell Form Finisher. Children's jackets, women's housecoats, fashion dresses, men's sport coats, bulky overcoats—all are handled with maximum ease and speed . . . and all are restored to their natural shape, with a soft, no-shine finish.

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You benefit when you use Cissell equipment . . . your customers do too!

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Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
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From everywhere the reports come in . . .

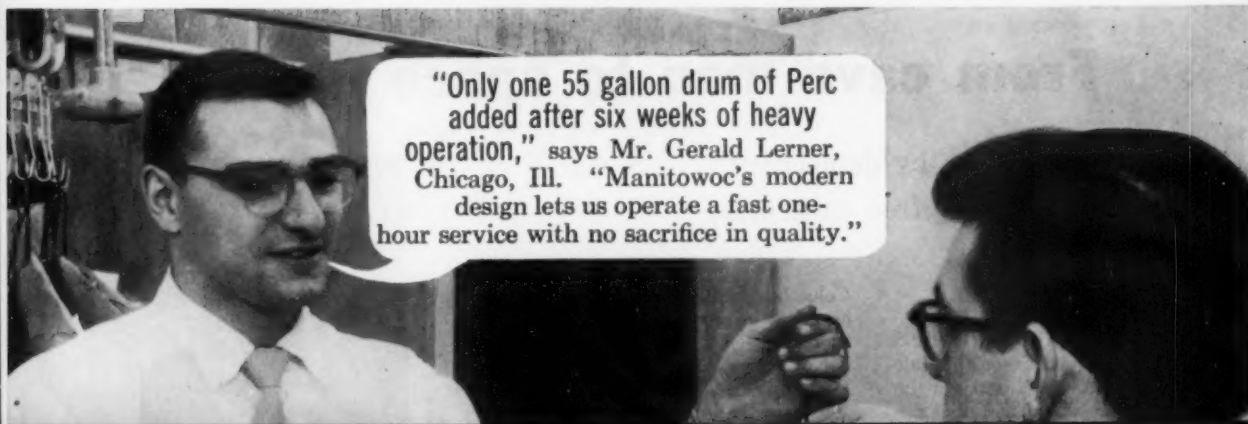
MANITOWOCS ARE Money Makers IN EVERY LOCATION!



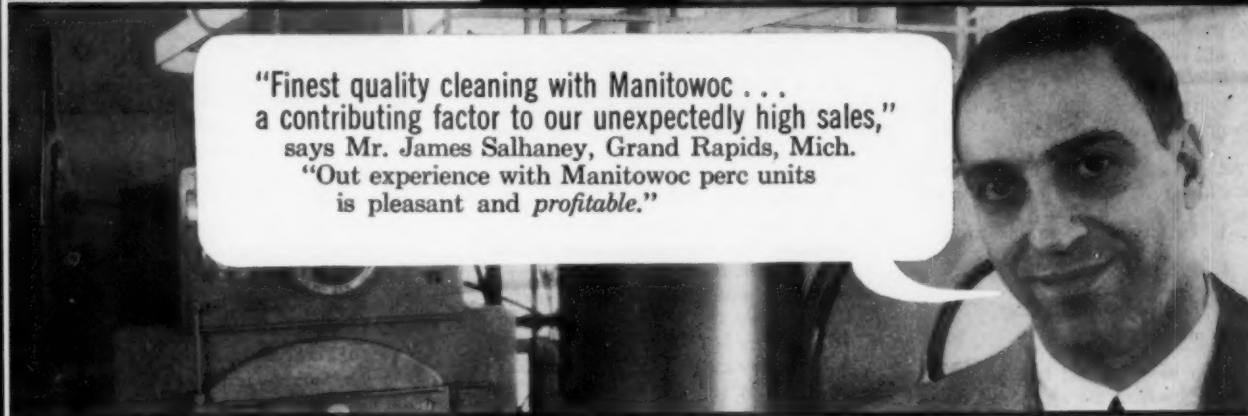
"Savings we never realized before," says Mr. Norman Elenbaas, Hudsonville, Mich. "After a year of checking other equipment I was convinced that MANITOWOC WAS MY BEST BUY!"

"Our Manitowoc was priced 10% lower than other machines the same size," says Mr. Samuel Schachter, Newton, Mass. "We save 20% more perchlor and get 98% solvent recovery from the still!"

"Manitowoc cut our operating cost by 25%," says Mr. Robert Brandon, Lakewood, Ohio. "This cleaning system gives us maximum production with the highest net profit."



"Only one 55 gallon drum of Perc added after six weeks of heavy operation," says Mr. Gerald Lerner, Chicago, Ill. "Manitowoc's modern design lets us operate a fast one-hour service with no sacrifice in quality."

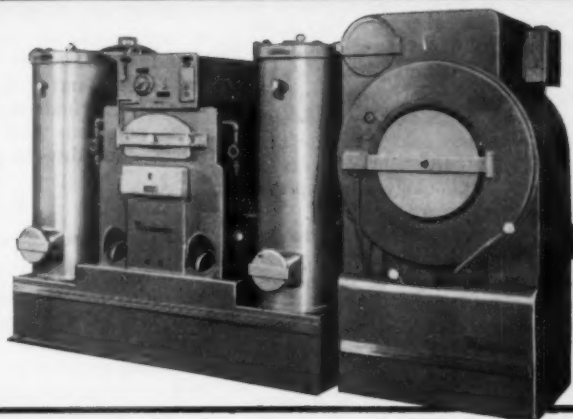


"Finest quality cleaning with Manitowoc . . . a contributing factor to our unexpectedly high sales," says Mr. James Salhaney, Grand Rapids, Mich. "Our experience with Manitowoc perc units is pleasant and profitable."

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- ★ "No-Surge-Over" Stills
- ★ Diverti-Flo guarantees no solvent intermix for 2-bath operation
- ★ High efficiency Tubular Filters
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- ★ Shock-free Fluid Drive
- ★ Wide range of models; perchlor and petroleum; 2-bath and single-bath

*Pat. Pend.



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**A Complete Line of
DRY CLEANING and
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- Please send information on items checked:
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 - ☐ 35-40 lb. ☐ 50-55 lb. ☐ 70-80 lb.
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DC-20

From cave man to space man

Revolution by democracy,
technology, free enterprise

By J. LEWIS POWELL

MORE TECHNICAL PROGRESS has occurred in your own lifetime than in all the previous history of the world. To get a perspective on technical progress let's condense man's 50,000 years of history to 50 years. It would read like this:

1. Ten years ago you would have stopped being a cave man.
2. Two years ago Christianity would have appeared on the scene.
3. Twenty days ago, electricity.
4. Ten days ago, radio.
5. The jet airplane would be less than one day old.

Man loves to kid himself into believing he is in the age of technology, or the age of science. In truth he is merely plodding along the way from "Cave Man to Space Man," a kind of technological Adam playing with some tools. In a few years today's tools will be so thoroughly obsoleted by on-rushing technology they will be regarded as primitive implements of elementary technology appropriate for museum purposes.

To illustrate the fantastic concentration of progress within recent years, let us draw a graph of technology from "Nero to Now." Speed is a pretty good index of technological progress so we will graph speed.

How fast could a man go in Nero's time? He could go as fast as a horse could carry him or pull him. How fast can a horse go? If a horse (an oat-burner) can go 35 miles an hour, you've an excellent \$2 investment. So let's assume that Nero had a winner—we will plot our curve starting at 35 miles per hour.

Now, we'll proceed through history. There is no point in plotting year by year because for 49,800 years nothing happened. We will jump ahead 15 centuries from Nero to where Columbus discovered America. How much faster could man travel in

From a talk at the annual National Institute of Drycleaning convention, Chicago, Illinois, February 22-24, 1960.

Columbus's time? In Columbus's time he could go no faster than in Nero's time, 35 miles per hour.

Now let us go ahead to the year 1775. In Paul Revere's time history still depended on the speed of an oat-burner, and it could gallop no faster than in Nero's time.

In 1830 a tremendous thing happened. Unfortunately, there wasn't a good journalist around to report it. In 1830 man broke through the "Oat Barrier." For the first time in 49,800 years our speed curve starts upward.

In 1910 the United States bought its first military airplane. The contract provided that the plane must do 40 miles per hour or the contractor was to be discounted for each mile under 40. It made the incredible speed of 42 miles per hour.

Move along and around World War I, you start getting some speeds of 100 miles per hour. Towards the end of World War I we got some speeds of 150 m.p.h. At the beginning of World War II, 200 miles per hour was "speed" and at the end of World War II the fantastic speed of 470 miles per hour had been reached. (Over a century to go from 35 to 470.)

The accelerating curve

Then somebody discovered that you didn't have to make progress the hard way. We started making more progress in a week than we have previously made in a year. This curve zoomed up to 470 m.p.h. and blasted through the sound barrier. Breaking the "Oat Barrier" was the beginning of technology, breaking the sound barrier was merely the shift into second. High is yet to come.

For 49,000 years man wasn't even approaching the "Oat Barrier," whereas we approached the sound barrier so fast, crashing it was inevitable.

A little over a year ago the highest possible speed I could mention was 1,600 m.p.h. Now while you eat dinner Sputniks, Explorers, Vanderguards circle the world a couple of times. Ten times the fastest aircraft speed of a year ago is now the speed of the slowest Sputnik.



J. LEWIS POWELL, a graduate mechanical and aeronautical engineer, has worked both in private industry and in the Government. During World War II he first served as a civilian with the War Production Board, and was later attached to the Executive Office of the Secretary of the Navy. In both assignments he did management troubleshooting on a nationwide basis.

Shortly after the outbreak of Korea, Mr. Powell was recalled to Washington to work in the field of Industrial Logistics of Defense. He holds a commission as a Commander in the Naval Reserve, and in 1957 was given a national award by Strategic Industries Association for outstanding service to Industry-Defense Teamwork.

Now, this progress all started to happen when the speed graph turned the corner in 1945. In September 1956 we had a Navy plane flying over Long Island. The fellow fired his guns and forgot to change his course, with the result that he overtook his own bullets and shot himself down. When the story was released to the press, it aroused about as much interest as how to take a grass stain out of a green dress.

Note 1945, the year of the big change—this is the year in which somebody drastically changed the world's dimensions so smoothly that most people don't realize that they

Good News!

**Remove Tarnish
Quickly and Safely
from Metal Cloth,
Gold Braid, etc.**



Now you can remove tarnish and corrosion from metal cloth, lamé cloth, gold braid, epaulets, etc. *quickly and safely* without danger from cyanide fumes or other hazards usually encountered in the removal of these persistent stains.

Eaton's AGX will do the job for you easily and safely with results that will satisfy your most discriminating customers.

Easy-to-follow directions show you how to find the answer to one of the dry cleaner's most difficult problems.

Get your bottle of AGX *today!*

Packed in gallon bottles (also pint bottles with shaker caps).

SAFE ON ALL FABRICS—EASY TO USE—POSITIVE RESULTS

Silver Nitrate Stains

Eaton's AGX removes silver nitrate stains from doctors' and dentists' coats, nurses' uniforms, towels, and other materials that come in contact with X-ray and photographic developing solutions, Argyrol, etc.

**WHY EXPERIMENT—
USE EATON PRODUCTS**
Available through most distributors

EATON CHEMICAL AND DYESTUFF COMPANY



1490 Franklin St., Detroit 7, Michigan

Canadian Plants: Windsor and Toronto

are now living in a different world. Many of our concepts and our organizations have been silently bypassed by progress.

Let's put explosives on this curve. We will start with the ancient Chinese invention of gunpowder. As you go across the graph you get a bigger explosion by making a bigger pile of powder, then you start getting your TNT's, your nitroglycerine, your triple-base explosives and all the rest of the plodding progress. Suddenly in 1945 somebody invented the A-bomb. This makes all previous explosive forces so picayune that we don't have a suitable unit of measurement. A ton of TNT equivalent used to be a practical unit of measure.

A blockbuster, the biggest thing we had in World War II, was the equivalent of six tons of TNT—along came the A-bomb and a ton of TNT became about as useful a measure as an inch is to measure the distance from here to Hawaii. You have to invent the word "kiloton," meaning the equivalent of a thousand tons of TNT. But almost immediately somebody invented the H-bomb which made the term kiloton relatively obsolete, almost before we learned to spell it.

Now, you measure an H-bomb or nuclear devices in terms of megatons. One megaton is the equivalent of 1,000,000 tons of TNT. If you take a freight train and you started loading every car to capacity with TNT,

when you had the other end of that freight train 200 miles away you have on board the TNT equivalent of one megaton. (Cars 50 feet long, 50-ton capacity.)

This illustrates a magnitude of change which has characterized all recent technical progress. The breakthrough has replaced the petty advance.

In succession you can plot range of projectiles, progress in medicine, or growth of population on this curve and always in 1945 you will inevitably turn a sharp corner. Prior to 1945 medicine was going so fast that doctors couldn't keep up with it. Now it is going so much faster that even the Reader's Digest can't keep up with it.

Our zooming population

Let's consider the progress of population. This is a fascinating question, if you consider this land of ours from ocean to ocean and border to border. At one time it supported 1,000,000 Indians. They had unlimited natural resources, but frequently they starved between famines. We have washed the topsoil down the drain; we have burned the forests and we have polluted the streams. But we have 175,000,000 people living on this same land where Indians barely survived. We have 8,000 more citizens for breakfast every morning, the world's

highest living standard, and we are the only nation on earth that is plagued by surplus.

The reason is three interrelated factors—democracy, technology, free enterprise. Let's take a look at what this combination of democracy, technology and free enterprise does.

"A Democracy is a country in which everybody thinks he is at least as good as everybody else and a darn sight better than most of them." Because he felt that way, Henry Ford conceived modern mass production and the working men who felt that way wanted to buy cars. As long as he has the down payment nobody in America has any notion that something isn't fitting and proper to his station in life.

Technology—this is the machine that multiplies a man's strength by a billion times. One anemic citizen pushes a button and his partner, the machine, does the work of 1,000 coolies, the workman takes home the pay of the 1,000 coolies.

Free enterprise—this is the right of every citizen to step up to the slot machine of fate, pull the lever and spin the wheel. He may never win but he can always try. You make your own station in life.

The magic of democracy, technology and free enterprise is the explosive productivity of free people. This creates the wealth which permits America to afford democracy and culture with inside plumbing.

You can put a lot of things on that curve. But whether it's the explosive growth of the suburbs, water consumption and electric consumption, or the back-to-church movement, always 1945 is the year progress exploded.

Our problem is this—1945 changed the dimensions of the world. To think of the world as still being 25,000 miles around is like thinking of money in terms of 1914 dollars; of the two, the mile has shrunk much more than the dollar.

Brawn to brain

When machines started to replace muscles, inspiration started to replace perspiration. The trouble is you and I were raised during an era when sweat was regarded as a symbol of virtue. Man has not yet begun to realize the irresistible force of ideas.

Man is the only creature smart enough to use tools. When tools are involved each generation, like a runner in a relay race, starts where the other generation left off. But when it

Continued on page 68





MRS. CARE WILL SELL YOUR DRY CLEANING SERVICES THE YEAR AROUND!

*Your Dow distributor will have timely, free
promotion material for you—every month!*

Meet Mrs. Care! She's going to sell expert dry cleaning care from coast to coast the year around. She'll sell for you, too.

Mrs. Care will appear on wall banners . . . hanger tags for dry cleaned garments . . . newspaper ad mats . . . clothing care booklets . . . and on the lighted floor display called the Dow CARE-ousel. Each month, she'll carry a timely message . . . help you get across to your customers the im-

portance of quality dry cleaning and the variety of your professional services.

All of this material is yours for the asking. It sells quality dry cleaning that always goes with DOW-PER®. See your distributor of DOW-PER and order the promotion material from him now! THE DOW CHEMICAL COMPANY, Midland, Michigan, Merchandising Dept. 560GT6.

Order your free materials now . . . They'll sell for you every month!

THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN

DOW

Merchandising builds business

and creates a quality image for this plant

By HARRY YEATES

A NEAR CATASTROPHE turned out to be a blessing in disguise for plant-owner George Hardie of American Cleaners, Binghamton, New York.

Late one night during World War II, Mr. Hardie was routed out of bed with the bad news that his plant, located along the main street of the city, was in danger of fire. One of the buildings in his block was ablaze and the fire was racing out of control. Luckily, there were enough soldiers and sailors attracted to the scene to help him get all clothing out of the plant. A church across the street provided an emergency storage place for customers' garments. The firemen brought the blaze under control just short of his call office.

Fortunately, his drycleaning equipment was saved. However, water damage was bad enough to put him temporarily out of business. At that time Mr. Hardie—a lifelong resident of the community—operated a small synthetic plant with two employees. The bulk of the business was cash-and-carry.

From the time of the fire, Mr. Hardie was barraged with a steady flow of customers who continued to bring drycleaning to the plant. Customer goodwill based on a reputation for producing top-quality work helped him at a time when his future looked the dimmest.

Several months after the fire, Mr. Hardie decided to expand his business

As far back as 1937—the first year George Hardie's plant was opened for business—"today's" modern methods were already in practice. Instead of having a warning bell attached to the door in the conventional manner, he had placed a button underneath a doormat which, when stepped on, caused the bell to ring in the back of the plant.

Today the services of four counter girls are required to handle call-office business—a far cry from the home-made gadget used during the early stages of his career in the drycleaning industry.



De luxe packaging upgrades quality of work produced in the plant

by purchasing an old residence that had recently been rezoned for a drycleaning plant. It was located just a few blocks away from the old plant in a medium to upper income residential neighborhood.

"I was skeptical about reopening my plant away from the main street," commented Mr. Hardie, "but I needed more space. I realized that it would take a lot of work to build business in an off-beat location away from drive-in traffic."

That was in 1945. Today volume at American Cleaners has increased to the point where Mr. Hardie has 16 full-time employees, including four counter girls and three route salesmen. The plant operates with two petroleum cleaning machines and one synthetic. At least 50 percent of total volume is charge account business.

How was this accomplished? First of all, according to Mr. Hardie, a consistent advertising program has kept the name of the plant in front of the public at all times. For at least five years he has maintained a series of spot commercials on the local radio station. For six days a week, four times a day—the radio features a message about various services, stressing the quality of work produced in the plant. Radio commercials are used during the morning hours from 7 to 10 o'clock. Commercials are prepared weekly by Mr. Hardie.

Direct-mail pieces are distributed to some 3,000 families in the vicinity of the plant once a month. As a rule, these are institutional-type advertisements stressing the quality work. All

in all, Mr. Hardie spends at least \$2,500 a year for radio and direct-mail advertising.

One of the most important business stimulators at American Cleaners is the use of the "Welcome Wagon." Mr. Hardie relies on the services of this organization to contact newcomers in the Binghamton area. On occasion, the local representative actually meets moving vans at the door of people who are in the process of coming to Binghamton and does such services for them as driving them to stores, arranging for library cards, and other assistance that is all a part of the Welcome Wagon idea.

The three route salesmen at American follow up the calls made by the Welcome Wagon representative and also make 10 new contacts every week. George Hardie estimates that possibly several hundred potential new customers have been contacted through the combined efforts of his route salesmen and the Welcome Wagon. This progressive contact system is blanketing the Binghamton area with American's name and acquainting the town completely with its services. The personal touch counts because people relate the pleasant first experience to later business contacts. It's hard to beat that combination.

To cater to the medium to upper income residents in the plant area, Mr. Hardie added a special luxury cleaning service about four years ago. These garments are completely hand-finished. All men's suits in the de luxe service are returned to the customer on wooden hangers. Ladies' dresses are

American's
new
dry cleaning presses
are
unusually . . .

EAST! SIMPLE!

(DOING MORE WORK IN LESS TIME CAN ONLY
MEAN . . . BIGGER PROFITS FOR YOU!)

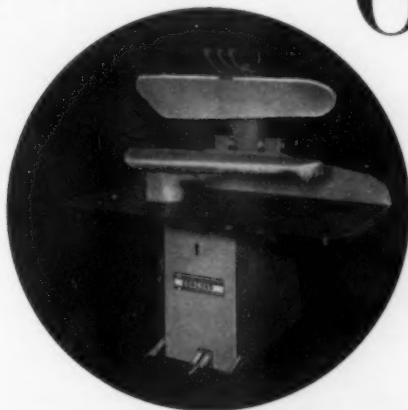
(FEWER PARTS MEAN EASY MAINTENANCE, LESS DOWNTIME . . .
GUARANTEE YOU MAXIMUM PRODUCTION, MAXIMUM PROFITS!)

EASY-TO-USE!

(HAPPY, ALWAYS-FRESH OPERATORS DO MORE WORK, MAKE MORE MONEY . . . FOR THEMSELVES AND FOR YOU!)

act now! choose

THE **CONCORD** AIR PRESS **OR** THE **REVERE** FOOT PRESS



Whether you prefer air or
foot-operated presses,
you'll find speed,
convenience and
simplicity in
both of these
revolutionary new
American models.
Call your nearby
American distributor
for immediate action,
or mail the coupon
for complete information.

You get more from

American 

American Cleaners Equipment Company **ACE-14 N**
Division of The American Laundry Machinery Company
Cincinnati 12, Ohio

Send complete information on:
☐ the Concord air press ☐ the Revere foot press

Name _____
Care of _____
Address _____
City _____ Zone _____ State _____

AMERICAN CLEANERS EQUIPMENT COMPANY • Division of The American Laundry Machinery Company, Cincinnati 12, Ohio

shaped with a generous supply of colored tissue paper and placed in a sealed polyethylene bag. Normally prices for the plant's deluxe service vary anywhere from \$2.75 to \$5. At least 25 percent of total volume results from this service.

Base price in the plant for a man's suit or lady's dress is \$1.19 cash-and-carry or \$1.30 on the routes.

A year ago Mr. Hardie constructed an addition to the call office and installed a three-girl shirt unit. Shirts were formerly farmed out. Base price for shirts is 22 cents. As an added feature the plant also promotes a de luxe shirt service. These orders are returned on hangers and sealed in polyethylene bags. They are priced at 27 cents cash-and-carry or 30 cents on the routes. "More and more of my cus-

tomers are asking to have their shirts returned on hangers," said Mr. Hardie, *and they don't quibble about price for a minute.*"

George Hardie's versatility at attracting new business doesn't stop at the front door. To stress the quality of work he produces, he personally contacted several leading women's specialty shops in the city and discussed with the buyers various cleaning and finishing techniques used in the plant. A consistent educational program with these all-important contacts for new business has resulted in a steady increase in the number of women using plant services for the first time. Working closely with the apparel stores, Mr. Hardie has gained a widespread acceptance in the processing of fine dresses and suits.

To attract business from prospective brides, Mr. Hardie also contacts bridal shops in the city to explain how the plant packages and processes wedding gowns. Attractive black-and-gold boxes are used on all wedding gowns.

Personalized letters calling attention to the service are sent to each new bride in the city. Lists are compiled from newspaper notices and the marriage license bureau.

Looking to the future, Mr. Hardie has plans for the construction of another addition on the rear of the building as a storage area for the trucks. Needless to say, it's still an old, old story—this matter of success in the drycleaning business. The two most important ingredients are still hard work and brains. George Hardie fits this description to a T. # #



Plantowner George Hardie poses in front of an antique mirror which lends regal note to the black and gold call office



Careful classification is part of plant's formula for top results



American's service policy is backed by experienced crew of hand-finishers and full-time alteration woman



SOLVENT STAIN
dulls bright colors

STOP IT..

with Premium Darco®

A "cleaned" jacket looks dull compared to the slacks that stayed home . . . when bleeding dyes and soil build up in your bath. That's *Solvent Stain*. It can lose you customers.

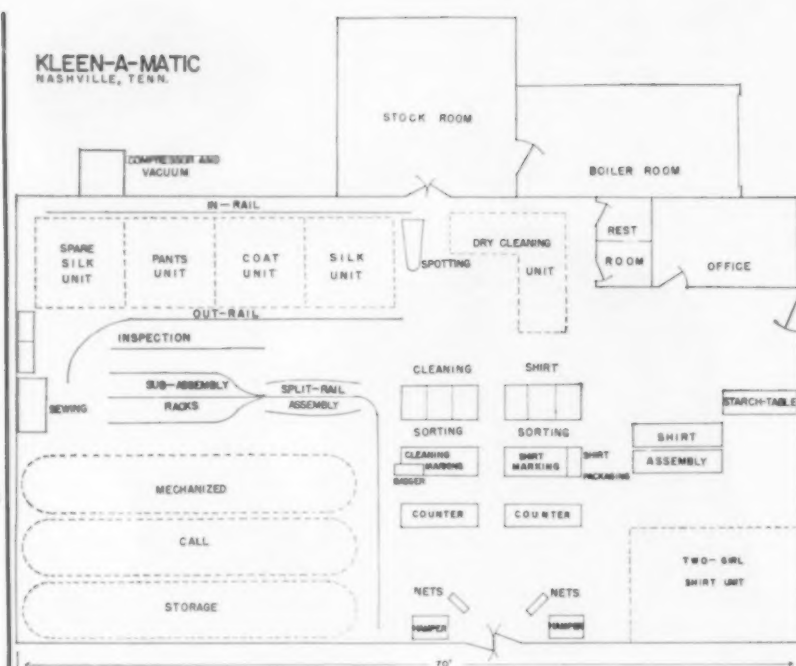
It's so easy to stop Solvent Stain. Just use Premium DARCO regularly . . . the activated carbon that's preferred by quality-conscious cleaners. Use enough . . . one-half bag every day for every 1000 gallons of filter capacity. Order from your distributor today.

TRY THE DARCO WHITENESS TEST
Run one half of a clean white cotton handkerchief through your washer. Dry and press it. If it looks gray compared to the "non-cleaned" half—That's Solvent Stain! The cure is DARCO.

Made by ATLAS POWDER COMPANY
Wilmington 99, Delaware

Flexible call-office duties

New layout permits switching from production to carhop service



Six people can be efficiently active in a space 24 feet square. This concentration at the call office is neatly fitted into a smooth workflow in the plant

By WILLIAM R. PALMER

MECHANIZED STORAGE racks were installed at Kleen-A-Matic in Nashville, Tennessee. This opened the plant interior to public view. Also, it greatly improved layout efficiency, for when stationary racks and bins enclosed the call-office counters, work assignments were sharply divided between production and sales. They might as well have been in separate buildings so far as integrating duties was concerned.

Ralph Fletcher's Kleen-A-Matic is

a flourishing carhop drive-in. Key to its present highly efficient operation is the ebb and flow of personnel from productive work to curb service and back as the car traffic fluctuates.

Since only the ends of mechanized storage racks need be near the counters, Kleen-A-Matic's three 29-foot racks are to one side of the counters. They are in a front corner of the building, space that is otherwise hard to use efficiently in a production layout. Movement of one rack is plainly visible through the store's glass front. With the shirt unit in the other front corner of the building, a maximum of

activation is visible from the drive-in apron.

A partition was removed from behind the two counters. Marking tables for cleaning and for shirts were brought up to 30 inches behind the counters. Sorting or classifying benches are another 30 inches behind the marking tables, for cleaning and shirts respectively. Low partitions screen the clutter of the marking tables while permitting markers to watch traffic conditions on the drive-in apron.

Shirt assembly is close to the counter on the shirt department side. Shirt packaging is done on the corner of the shirt marking table. Meanwhile, garment bagging is off the opposite end of the counters next to the mechanized racks. Thus marking, sorting, bagging, shirt assembly and shirt packaging are all grouped closely around the counters.

Versatility in call office

All these are production tasks that can be interrupted repeatedly, or can be performed interchangeably by different people. Therefore all are performed by call-office personnel. Four to six persons can work behind the counters yet be ready to literally swarm out on the driveway. Bunches of customers, such as foul up disor-



Half the length of a mechanical storage rack can be seen in motion through the plant window from as far as across the highway

For ORIGINAL FEATURES...
you can depend on
 HUEBSCH ORIGINATORS

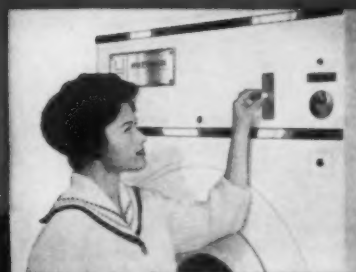


MAGNETIC DOOR LATCH
 for safe, sure, silent door closing. Modern design eliminates triggers, buttons, springs.

SELF-CLEANING LINT SCREEN
 automatically cleans itself and deposits lint on "Magic Carpet" for fast, easy removal.

AUTOMATIC BACK-DRAFT DAMPER
 prevents hot air and lint from blowing back into tumbler. Protects pilot light, keeps surroundings cooler.

EASY-TO-ADJUST FEET
 for quick, easy leveling and alignment of tumblers, regardless of floor slant.



VARIABLE TEMPERATURE SELECTOR
 Customer chooses correct temperature setting for efficient drying of various fabrics.

HUEBSCH "37-A"

GAS-HEATED TUMBLER

HUEBSCH ORIGINATORS • MILWAUKEE 1, WIS.

WORLD'S LARGEST MANUFACTURER OF COMMERCIAL TUMBLERS

CHOICE OF ANY COLOR AT NO EXTRA COST

Choose the exact color you desire (a color swatch will do) and we will duplicate your choice.

ONLY 37" TUMBLER IN THREE SIZES

Only Huebsch offers choice of three sizes: 37" x 30", 37" x 24", 37" x 18". Standard or Coin-Metered Models.

HIGH TEMPERATURE LIMIT CONTROL AND AIR FLOW SWITCH
 standard equipment on all models.



4 Slickrail from assembly crosses between the end of the counter and ends of the mechanized racks



Three mechanized racks total nearly 1,500 hooks. To keep numbers manageable they are grouped 16 hooks per number



Starch girl has no decisions to make. Colors of the buckets in the starch table match the code colors of the net closing pins. Net supply rack with tray for pins stands by shirt marking table



Ralph Fletcher demonstrates the rack holding pickup bags in readiness. These are rolled outside in good weather

ganized drive-ins, can be serviced at Kleen-A-Matic just as rapidly as one or two cars at a time.

Likewise, during slow hours in the off seasons one or two persons can flit around the counter area efficiently. They wait on a single customer, turn to a dab of marking, bag a half-dozen garments, assemble 10 or 15 shirts. The compact setup requires comparatively few steps for the work accomplished.

A shirt washing department is lacking in this layout because washing is done elsewhere. Sewerage for laundry water is not available to the plant. Therefore Mr. Fletcher has rented a small space in the back of a neighboring self-service laundry. Here he installed his own 25-pound washer-extractor. Hot water is included in the rent. A young man makes several

shuttle trips a day, to take over a hamper full of shirts, wash them and bring them back to the shirt unit.

Pickup hampers, small counters

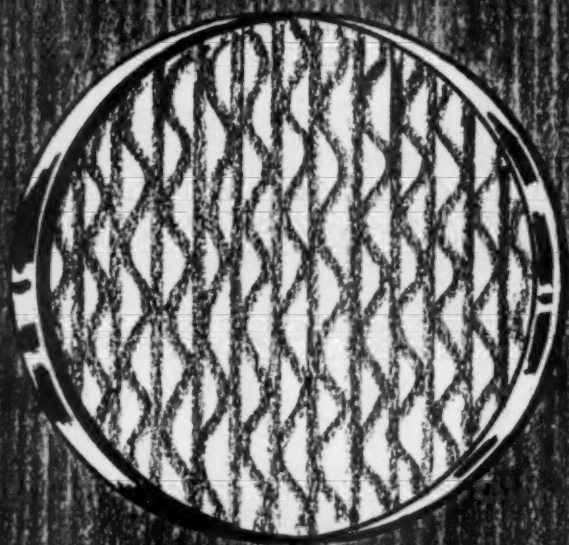
Two short counters in Kleen-A-Matic's call office are used by only a few walk-in customers. They serve mainly to hold the cash register and file boxes of invoices and record cards, as well as for storage of supplies underneath.

Incoming bundles are loaded directly into a pair of hampers just inside the front entrance. Pickup bags are color-coded for specials, drycleaning and shirts. The supply of bags hangs on each side of a pair of racks standing by the hampers. On top of each rack is a deep tray. Partitions in the trays separate fresh supplies of drycleaning and shirt invoices.

These racks are mounted on heavy casters. In good weather, during morning rush hours, racks and hampers are rolled outside the building for faster handling of pickups.

This drive-in's parking apron is 100 feet long by 50 feet deep. Three semicircular driving lanes are painted in yellow on its macadam surface. Customers are careless about staying within the lanes. But by suggestion the lines do prevent angle parking with its inevitable confusion at rush hour caused by the normal backing and turning. # #

YOU ARE LOOKING AT THE SECRET* OF THE PERMAC DRYCLEANING FILTER



Through it pass the purest profits in drycleaning



**write for your free copy of
FILTER FACTS & FICTION*

See the Permac in action. Write, Call or Wire:
American Permac, 48 Merrick Rd., Rockville Centre, N. Y.
North East Permac, Co. 29 Washington Ave., Natick, Mass.
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**AMERICAN
PERMAC**
its beauty is rivaled only by its performance

Adco the ORIGINATORS of

NO RINSE NO DISTILLATION DRYCLEANING

NOW ADD TO THEIR
MIRACLE METHOD OF CLEANING

A black and white illustration of a person wearing a cap and apron, leaning over a large, circular drycleaning wheel. The person appears to be working on a garment inside the wheel. The background shows some trees and a building.

WATER WHITE

SIZING

FOR USE IN THE
DRYCLEANING WHEEL!

ADCO FIRST HELPS YOU OBTAIN TOP QUALITY CLEANING. Then helps you merchandise this quality to your customers by Four Complete Outstanding Merchandising Programs. CONTACT one of our (65) trained drycleaning technicians to First install the Miracle Method on a Guaranteed Basis and Prove through the use of swatch tests The Superior Quality of Cleaning. Then they will furnish you with merchandising aids at cost to help you Sell This Quality and keep your prices stable and produce new business!

WE DEFY....

any process or any method to equal Adco's Quality, Economy and Merchandising Programs. Make us prove this in your plant at no cost to you until satisfied. Save up to 30% on cleaning room supplies and 15% on your finishing costs.

WHAT DOES THE MIRACLE METHOD OF CLEANING CONSIST OF?

TOP QUALITY CLEANING:—Obtained by the use of Adco's specialized detergents made specifically for no rinse, no distillation operation. **WHY**—

These detergents, Triple X Dri-Sheen for petroleum and Perk-Sheen for perchlorethylene, are double strength, water white in color, completely soluble in solvent, therefore, are not removed by Klean, Adco's Triple Strength, Vegetable type carbon. They contain no non-volatiles that must be removed. These detergents, being completely soluble, enable you to use sufficient Klean Super Activated Carbon to keep your solvent in top condition, water white and pure at all times, yet you lose no soap through the use of Klean. Result: Quality plus Economy. No detergent loss through distillation or use of mineral type carbons!

PERK-SHEEN IS THE ONLY CHARGE DETERGENT which is made specifically for perchlorethylene and will control equally as much moisture in perchlorethylene solvent as Triple X will control in petroleum. No other charge soap which is used in perchlorethylene is capable of such moisture control.

ADCO RESEARCH DEVELOPS a Completely Soluble "Water White Size" for Use In The Drycleaning Wheel:— Adco's newest addition to the Miracle Method is the use of a 1% charge of "Water White Sizing" in the drycleaning wheel. The use of Sizing in the wheel enables you to revitalize every garment as it is being cleaned by giving back to the garment the same Sizing ingredient that is used by the manufacturer of the material. This not only eliminates limp, lifeless garments but instead of taking out the Sizing every time the garment is cleaned we are adding new, fresh Sizing each time, giving the garments that new look all over again and the look and feel of new. You can see and feel the extra quality in your cleaning! As an extra bonus you will find your finishing will be 15% faster! It follows that your boiler will work 15% less each day!

For the first time in drycleaning history your customers are able to See and Feel the difference in quality drycleaning and to help you sell this "extra quality" you can see and feel, Adco has available complete "merchandising plans" at cost.

ADCO'S MIRACLE METHOD DEPENDS ON THE USE OF KLEAN, Vegetable Type Carbon. In order to produce top quality cleaning and yet neither rinse nor distill your solvent, it is necessary to remove the impurities from your solvent in the filter. Klean, Super Activated Carbon, will remove the fatty acids, non-volatiles, and color from your solvent all in one operation. Yet due to the 100% solubility of our detergents and Sizing you lose neither detergent nor Sizing in the process! Only the impurities are removed leaving fresh, pure solvent and Sizing in which to clean your clothes. The above means no soap, solvent or Sizing loss other than what remains in the clothes. Result: Beautiful Cleaning—No Redeposition!

NO NEED TO RINSE WHEN YOU ARE CONTINUALLY RINSING! Adco's Miracle Method of cleaning operates with the pump on at all times, with sufficient Klean present in the filter to control impurities. Just as fast as any non-volatiles, fatty acids or impurities of any kind are released from the garments they are immediately picked up in the filter by the Klean. This leaves nothing but absolutely pure, sweet, clean detergent, sizing and solvent. Therefore, any moisture used remains clean because there are no impurities to contaminate it. As a result redeposition is impossible as the moisture that is picked up is clean rather than contaminated.

MIRACLE METHOD WORKS PERFECTLY WITH ALL CONDUCTIVITY AND HUMIDITY CONTROLS.

NO DISTILLATION. To substantiate our no-distillation claims, all (65) Adco technicians have Cargille Wagner Portable Stills to periodically check your solvent and prove to you that your solvent is being kept in perfect condition by the use of Adco's Klean, Vegetable Type, Triple Strength Carbon. Klean is the only carbon that of itself will keep your solvent in shape. Klean will not cause excessive pressure like old type mineral carbons. Excessive pressure slows up production and eliminates quality—increases redeposition.

ONLY KLEAN produces Quality Cleaning Without Distillation.

Adco's Miracle Method of Cleaning saves you money and time, but assures you Quality Cleaning that you can see and feel, thanks to Water White Adco-Size used in the wheel!

MAKE ADCO PROVE IT!

Adco, INC., SEDALIA, MO., U.S.A.



Manufacturing Chemists Since 1908

THE ANALYST ANSWERS

Color Tone Change

The tone of the color of these trousers is not the same as that of the jacket. The customer insists that we wetcleaned the trousers, but we never wetclean a garment of this type. The trousers were sent separate from the jacket so we could not match colors.—P. C., Puerto Rico

It seems quite evident that the trousers of this suit have been wetcleaned at some time, probably with an alkaline-type soap that caused a bleeding of the dyestuff. This loss of dyestuff has changed the shade of the trousers to a lighter color than that of the coat.

We can only state an opinion on when these trousers were wetcleaned but because the staple near the fly of the trousers has rusted, we suspect that the garment was wetcleaned when that tag was stapled to the garment. The trousers carry other marking numbers, as well, and the washing may have occurred at any of these cleanings. The fraying of the pants lining material at the waist seems to have existed for some time. As a result of these symptoms, we doubt that the washing was done the last time the pants were cleaned.

Fabric Develops Pleats

This dress was made of new material and brought in to be pressed. When pressed, signs of pleats showed up in the material.—E. L. C., Georgia

After examining this garment we are of the opinion that the material may have been purchased as a remnant. At least, the selvedge edge of the bolt of material is evident in the skirt material.

The creases that became evident after finishing obviously were present in the fabric before processing the garment. They may be due to wrinkles or folds developed over a period of time on the bolt or they could have been present and the fabric stretched and sized to salvage an unsalable item. In any event, when you steamed the garment during finishing, the fabric relaxed and the wrinkles or pleats began to show.

This condition is a failing of the fabric itself and certainly is not the responsibility of the drycleaner.

Possibly you could improve this condition by lightly dry-sizing the fabric. Then stretch out the wrinkles as you finish it, and finally bring the

press head down to smooth out any remaining wrinkles and to set the sizing. The presence of sizing may hold the fabric smooth.

If these are heat wrinkles, it would be necessary to tumble the garment in a fairly hot tumbler and finish it as soon as you take it out of the tumbler. This sometimes will correct a heat wrinkle condition. However, any of this corrective processing should be done at the risk and with the consent of the customer since it is her problem and responsibility.

Light Discoloration

This coat had lemon-colored stripes on the folds exposed to light under a plastic bag. We cannot completely remove them.—T. C., Texas

Tests on the sample of fabric show this pile is of nylon.

Very often the action of sunlight will cause a yellowing on a white fabric that has been treated with a resin or one of the brightening agents.

A nylon pile fabric such as this could be bleached with sodium perborate or hydrogen peroxide—two mild oxidizing bleaches. And, while this is not advocated, we bleached a sample of this material for several hours in a 1 percent sodium hypochlorite bleach bath (Clorox is 5.25 percent) and saw no ill effects. Such reducing bleaches as titanium sulfate and sodium hydrosulfate can also be used with safety.

Loss of Pigment

What has caused the loss of color in the orange striping of this dress? The manufacturer recommended washing but says with proper care the bright pigment would be drycleanable.

—A. L. C., Nebraska

This problem is a very common one and has caused considerable grief to both customer and drycleaner. The difficulty lies in the fact that the printing process uses resin-bonded pigments that are soluble in drycleaning solvent. At the same time they are fast to washing. However, the fact remains that many such garments are sent to the drycleaner because of problems such as shrinkage, loss of sizing, difficulty of finishing, etc., when the dress is washed. It illustrates anew the need for every garment to at least withstand plain water, steam and standard drycleaning solvents.

Synthetic solvent is quicker in dissolving greases and oils than is petroleum solvent. Therefore the damage to pigments such as this is greater when cleaned in synthetic solvent, as this garment was. But even petroleum solvent will cause some loss of pigment and after two or three cleanings this same condition would probably develop.

The damage that has taken place is due to this failing of the pigment. Unless the garment is specifically labeled to warn against drycleaning, we feel that the drycleaner has the right to expect a garment and its print to withstand drycleaning.

Belt Stains Dress

This dress was returned still in the plastic bag we placed it in when cleaned. Where the belt touched the dress was a dark stain penetrating through from front to back.—P. C., New Jersey

The dark discoloration is obviously due to a reaction of something within the belt itself. As the belt has hung over the dress, a reaction has taken place between the inside material of the belt and the moisture present in the bag to develop alkaline fumes. These fumes emanating from the belt caused a color change to take place in the dress fabric adjacent to the belt.

A very high humidity condition very often will develop inside a plastic bag. Acid gases combine with this moisture to cause an acid condition in fabric that in turn causes what is known as acid gas fading or "fume fading." At first we thought this may have been the case here, with the material of the belt acting as a catalyst to speed up this reaction. However, we found that the application of an alkali to the fabric would give the same kind of color change now present. It would seem, therefore, that the discoloration is due to an alkaline condition.

Sometimes these color changes can be corrected by neutralizing the areas with an acid solution. It might be well in this case to measure the garment first, then soak it out in a bath of water and a neutral wetting agent. After such a soaking for two or three hours add some 28 percent acetic acid to this bath, just enough to make it sour. Allow the garment to soak for 10 to 15 minutes, then rinse well and dry on a windwhip. It might even be well to rinse the dress several times

Continued on page 82



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WASHEX
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Yes, after having operated other machines, Sam Nelson and Harry Diamond chose WASHEX *Syntomat* for their new drive-in plant. For these plain facts go with WASHEX:

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those covered under sales by distribution. Mr. Sharrar has divided various plant services into the following categories:

- a. Regular drycleaning service; a deluxe drycleaning service; storage
- b. Draperies
- c. Outside work consisting of rugs and hats
- d. Tailoring work other than normal repairs
- e. Laundry services including shirts and fluff-dry service

This year anticipated sales figures for the entire operation are divided as follows: routes, 52.08 percent; stores, 39.21 percent; main plant, 8.71 percent.

Once this master plan has been established, employees in the plant are furnished with a weekly report on sales quotas versus accumulated weekly total sales. In this way, everyone in the organization is given more responsibility and status.

"We make all employees feel they are in business for themselves by letting them handle their own bank deposits both in the stores and on the routes," said Mr. Sharrar.

Monthly summary sheets showing

quotas and actual sales results are also furnished all employees for every plant service. Located in a heavy industrial area, Mr. Sharrar occasionally adjusts these quota figures to fit any situation in the community such as an unforeseen steel strike.

Hand in hand with this program, Mr. Sharrar sets up an advertising appropriation budget for the fiscal year, using past experiences as a guide to its effectiveness. Today he spends 4 percent of total anticipated sales for advertising and promotion. Newspaper and direct-mail advertising accounts for one-half of the entire budget. The balance includes appropriations for bundle inserts, circulars, contests and specialties. The amount of promotion planned for individual services at any time of the year is included in the analysis.

To provide a well-rounded budget, Mr. Sharrar includes other factors that will give a good financial picture of his plant operation. On one sheet he determines what operating costs will be in comparison to projected sales by each department—from the marking room to the packaging department. Productive expenses consisting of supplies, machinery and building costs are in this category.

Another category is set up for sales

and distribution expenses, patterned after NID recommendations, which include taxes, vehicle depreciation, etc.

A final category is prepared for office administration such as salaries, insurance, supplies, telephone costs, insurance for employees. Under this category falls an anticipated bonus arrangement for key personnel set up on net profits. Productive employees are paid an hourly bonus.

When sales by distribution and sales by services have been separately analyzed, the total figures are brought together for comparison. Mr. Sharrar notes that one should be about equal to the other. If not, the specific sales account causing the variation should be investigated. The figures should then be adjusted accordingly.

"It's also a good idea to analyze sales by distribution and sales by services at different times. In this way, it's possible to maintain complete objectivity in forecasting sales," said Mr. Sharrar.

After using a budget control plan for the past four years, Mr. Sharrar reports enthusiastically that the plant's anticipated sales have never varied one percent from actual yearly sales—proving that revenue control is a sure way to gauge business growth. # #



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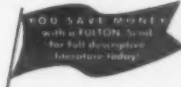
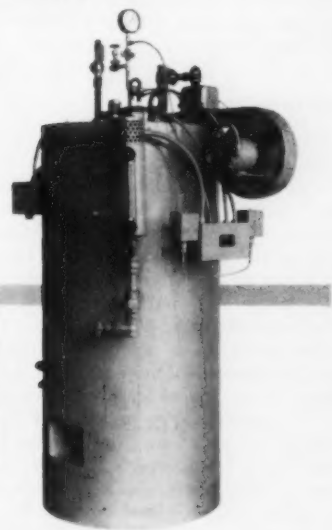
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FIRE TESTED - COMPLETELY ASSEMBLED

SIZE 1 THROUGH 30 H.P.



Fulton BOILER WORKS INC., PULASKI, N. Y.

MECHANIZATION AND SYSTEMS

Continued from page 44

porting it in some manner to the marking table.

By using the bagging method and placing the invoice in the sack with the order, if there is more than one customer in the store, or by immediately marking in the order after the customer leaves you eliminate a great deal of wasted counter-girl time. She never has to leave the front of the store, which is important, but also, she doesn't have to do any walking or carrying of clothes, which is most important in saving time in getting the order into process.

The premarked tags can be stapled to the garments or pinned on with safety pins. Pins take a little longer but can be removed when the order is completed, and reused. Some plants staple the tags on the heavy or woolen garments and use safety pins for the fragile or silk items. Good judgment is the best rule in this matter.

Also, you should have a definite place to put these tags for every type of garment; for example, through the belt loop above the watch pocket on all trousers. You can slip the tag under the loop and staple the tag together, not putting the staple through the garment at all.

Your tags should always be placed so that it is not necessary for the finisher to remove the tag to do a good finishing job on the garment. This is especially true when placing the tag on silk or fragile garments. Try to place your pin through a seam so you have something to secure the tag to, but be sure the pin does not go through to the "show" side of the garment.

How to set up lots

Depending on the volume of your plant, your work can be divided up into lots. These can be based on so many orders to the lot or a certain number of dollars per lot. It is wise to have the lots fairly small so they are easier to keep track of in a plant. Also, small lots enable you to have a fairly small assembly space.

The size of your lots may also be based on the size of your cleaning machine. If you can be sure of the number of pounds you can put through the machine in one hour, this is also a good basis for setting up your lot system. Through a week of records you can soon find out how many dollars constitute an hour's cleaning cycle, and you can transfer this so that when you have this many dollars marked in you change to the next lot of work.

Most of the tags designate each lot with a different color; the sequence is up to you.

Bins may be built into the back of the counter where the girl can place the clothes after they are marked in ready for cleaning. These bins can be labeled for sorting the work into lights, darks, fragiles, etc., so that when the cleaning unit is ready for another load, whichever bin has the most in can be cleaned next.

Today we have several cleaning machines on the market that are so good-looking they're like any appliance the housewife may have in her kitchen or home laundry room. They are so constructed that the counter girl can very well be the cleaner without ever moving away from the customer area. She can do the cleaning and get no more soiled than when handling the clothes at the counter. Not only do the cleaning units come in your choice of colors but your spotting and finishing equipment also can be obtained in matching or harmonizing colors. # #

CAVE MAN TO SPACE MAN

Continued from page 52

comes to dealing with people each generation starts anew.

Because technical knowledge is cumulative, technology is constantly accelerating at an ever-increasing rate. This onrushing stampede has a counter action—all material things get obsolete faster. The electronic wonder of today is like today's newspaper; it will be obsolete tomorrow afternoon. A modern axiom is evolving: "If it works, it's obsolete."

We have no trouble plotting the first 49,800 years of man's progress on a strip 4 inches wide. It would take a blackboard 15 stories high to plot the last 15 years to the same scale.

This zooming, constantly accelerating technical progress is the reality with which you will spend the rest of your life. Whether it will make you obsolete at 30 or a pioneer of progress at 70 depends on how you react to change. Once upon a time experience and a good memory were invaluable executive assets. In today's world much experience becomes obsolete almost as fast as it is accumulated. The modern executive must use creative thinking to find new answers to new problems.

Let's take a good look at this new-fangled technology with which man is so inexperienced:

1. It has no morals; it doesn't care whether it is used for good or evil.

2. It has no nationality; it doesn't care whether it is used by friend or foe.

3. It is very efficient; it will eliminate polio or people with equal effectiveness.

Technology can be used to create a hell or a paradise. The challenge is, can civilization supply the "morality" and the "know-how" necessary to harness it for the common good?

Let's face a fact. Even when man made plodding progress he regularly outdistanced his imagination. He invents electric lights, then sits up nights trying to redesign them to look like candles.

Technology stampedes forward while man stumbles onward, handicapped by his undeveloped imagination. Unfortunately, old ideas like old shoes are very comfortable, and seldom discarded.

We brag about experience but most of us are handicapped by it. We work industriously at improving the obsolete, with which we are familiar, instead of creating the unfamiliar new product or the new process which will be needed tomorrow.

Make enough picayune improvements in this day of onrushing technology and you will soon have the most modern obsolete process or plant in your industry.

What the future demands

Democracy was never intended to be a breeding place for mediocrity. *The nation that fails to produce brains fails to produce leaders.* Brainpower has replaced manpower as a national resource. To concentrate only on developing scientists and engineers would be like driving an automobile and concentrating on making one wheel go faster than the other wheels. Let us restore the prestige of brains, engineering brains, management brains, all kinds of brains. While we are at it, let us also provide recognition for those who have ability to get things done!

History played a trick on you! You are the only generation in the 50,000 years of mankind's history that ever turned a corner. This makes you unique. You are a kind of technological Adam—A-D-A-M. Standing on the threshold of a new world.

Onrushing technology has made you the vice-presidents in charge of tomorrow! # #

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The challenge of textile technology*

By ALBERT E. JOHNSON

I RECALL a British movie some years ago called "The Man in the White Suit." It concerned a chemist in a large textile firm who discovered how to make a fabric that couldn't get dirty and wouldn't wear out. The company had difficulty deciding what to do about this, realizing the serious implications of a fabric that would never need replacement, to say nothing of what this would mean to laundrerers and cleaners. But times were bad and the firm needed a new product to boost its sales.

Meanwhile, the chemist had only enough fabric for one suit which he wore every day for testing purposes. News of this development spread quickly to the other textile mills in

* A talk given at the annual NID convention in Chicago, Illinois, February 22-24, 1960.

the area. Fearful of their jobs, the mill workers became angry with the chemist and threatened his life.

For a while he stayed in his laboratory for safety but it became necessary one day for him to leave the building with his assistant. He was recognized at once in his white suit and the people chased them through the streets. Finally, the two barricaded themselves against the crowd, fighting off brick-bats as best they could. Just when the battle seemed to be lost, his attackers saw the suit was no longer white and had become badly torn. It was not indestructible, after all. They stood in wonder and relief at the sight of the shabby figure of the chemist.

As it turned out, the new fabric had appeared at first to have the miraculous properties which threatened the economic life of the textile community. Like everything else, it, too, had its limitations. It was resistant to dirt and to wear for but a few days. After that, it completely broke down to uselessness.

I'm not so sure the moral of the story was clear to moviegoers 10 years ago, but it seems to have a meaning in this discussion of "The Challenge of Textile Technology." We can become fearful of new things that appear to threaten our business lives unless we know all about them. Wash-and-wear garments had us pretty nervous for a while until we discovered they, too, have their limitations. While they offer advantages to the customer in terms of greater comfort and longer-lasting appearance, we soon found out they look their best only when professionally drycleaned and finished.

Textile makers progress continually

We seriously question that textile research will come up in the decade ahead with anything so disastrous in its implications as the white suit in our story. There will be improvements in textile performance, to be sure, but these will not all relate to the function of keeping clothing clean, although some of them will have an effect on clothing appearance in terms of less wear and distortion, less need for pressing. In other words, we will doubtless see further progress made

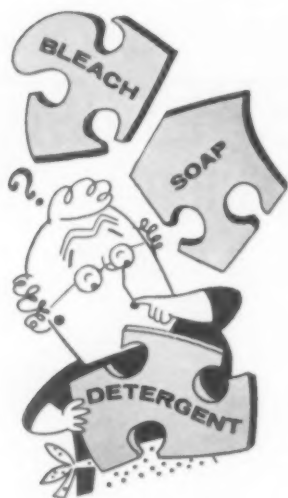


ALBERT E. JOHNSON has been director of NID's Trade Relations Department since February 1947. He maintains offices in the heart of the world's leading textile and garment market place: Room 1500 of 101 West 31st Street in New York City. As his speech explains, Mr. Johnson works closely with many textile groups and is constantly alert to activities in the complex textile field. Before joining NID, Mr. Johnson managed the Better Business Bureau in Springfield, Massachusetts.

in such areas as wrinkle resistance, crease retention, shape stability and lightweight comfort. The textile industry is learning a great deal about the mechanics of fabric wrinkling and distortion and the use of synthetic fibers and chemical finishes to overcome the inherent characteristics of woven fabrics to acquire wrinkles.

However, fabrics will be produced in so many variations of form and texture to satisfy our cravings for self-expression that it is quite unlikely that all of them will become impervious to the effects of wear. Periodic refreshing or renovation will still be necessary. But we will find that the pressed-in appearance of clothing will last through longer wear periods than prior to the development of fabric stabilization processes. I think this is an inevitable result of our desire as a fastidious people to look our best at all times.

Some textile structures, such as knit goods, have long been known for their



Mrs. Care will tell your customers new fibers and fabrics call for expert care.

How? See page 53

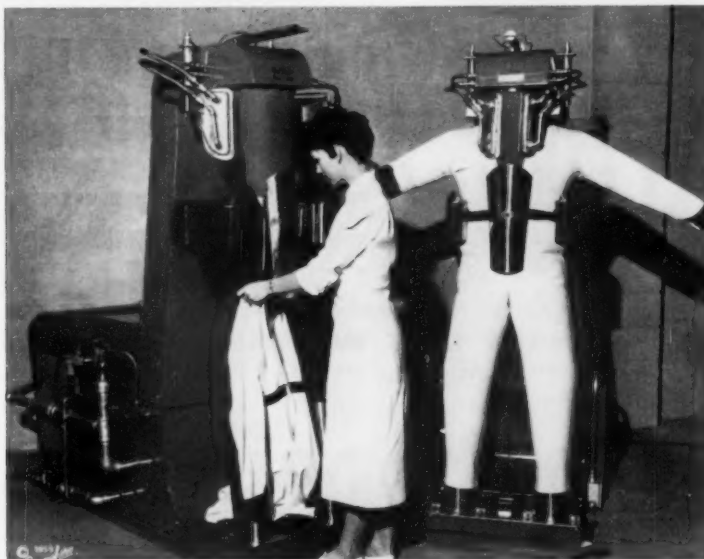


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- More coveralls are being done with Coverall-matic in the U. S. today, than any other method.
- Coverall-matic will pay for itself in labor saving alone in 8 months.
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inherent qualities of resistance to wrinkling. Sweaters, for example. Such things are cleaned because they need cleaning, not because they need pressing. And our industry handles a considerable volume of knit goods.

Perhaps our greatest source of security as an industry is the fact that dirt is what it is. Today, cleanliness is taken so much for granted, there is no need to cry out as did a certain Thomas Love a hundred years ago when he wrote: "Four-fifths of mankind live in dirt, and lose a large part of their health in consequence."

Another observer of the phenomenon of dirt, whose name is not recalled, said "dirt is nothing more than misplaced matter." The egg you had for breakfast is health-giving food to you, but it is dirt on your tie. The heat for our homes produces a film of dirt on everything around us. The soil in our gardens gives us the beauty of flowers, but dirties our hands. In short, dirt is useful matter when it is where it belongs, but it is dirt when it is where it shouldn't be.

Textile finishes won't finish us

Our instinctive abhorrence of dirt will always serve to sustain our inter-

est in anything that makes dirt resistance or dirt removal more efficient. The textile industry has long offered special finishes for the resistance of water-borne spots and stains. These are nothing more than water-repellent finishes. More recently, a new chemical finish has been developed which renders a fabric resistant to oily-type stains.

Without discussing the merits or demerits of the presently available finishes textile producers may use, it is safe to say that continued effort will be put forth by research to improve upon the performance of these finishes. But so far, the need for such finishes has been confined to such fiber types as rayon and cotton which have a natural affinity for water-borne stains, whereas wool and many synthetic fibers are inherently resistant.

Whenever you begin worrying about new things science offers that appear to make the cleaning of textiles ever more easily accomplished, look at your window. Notice the film of soil that has accumulated on it in a relatively short period. No textile finish will ever be more resistant to film accumulation and air-borne dirt than glass. Yet glass needs cleaning regularly to maintain a bright clear sur-

face. So do textiles. No, textile technology will not endanger our role as cleaners.

The new, the miraculous, the things that get widely publicized are not the real challenge of textile technology in the 60's. The challenge is in being able to keep pace more efficiently with the changes constantly going on in textile manufacture which affect your interests in many different ways. Some of these create problems you must solve yourself with the help of available information. Others NID must solve for you through trade relations work. And, finally, there will be problems we can solve only by working together toward established national goals.

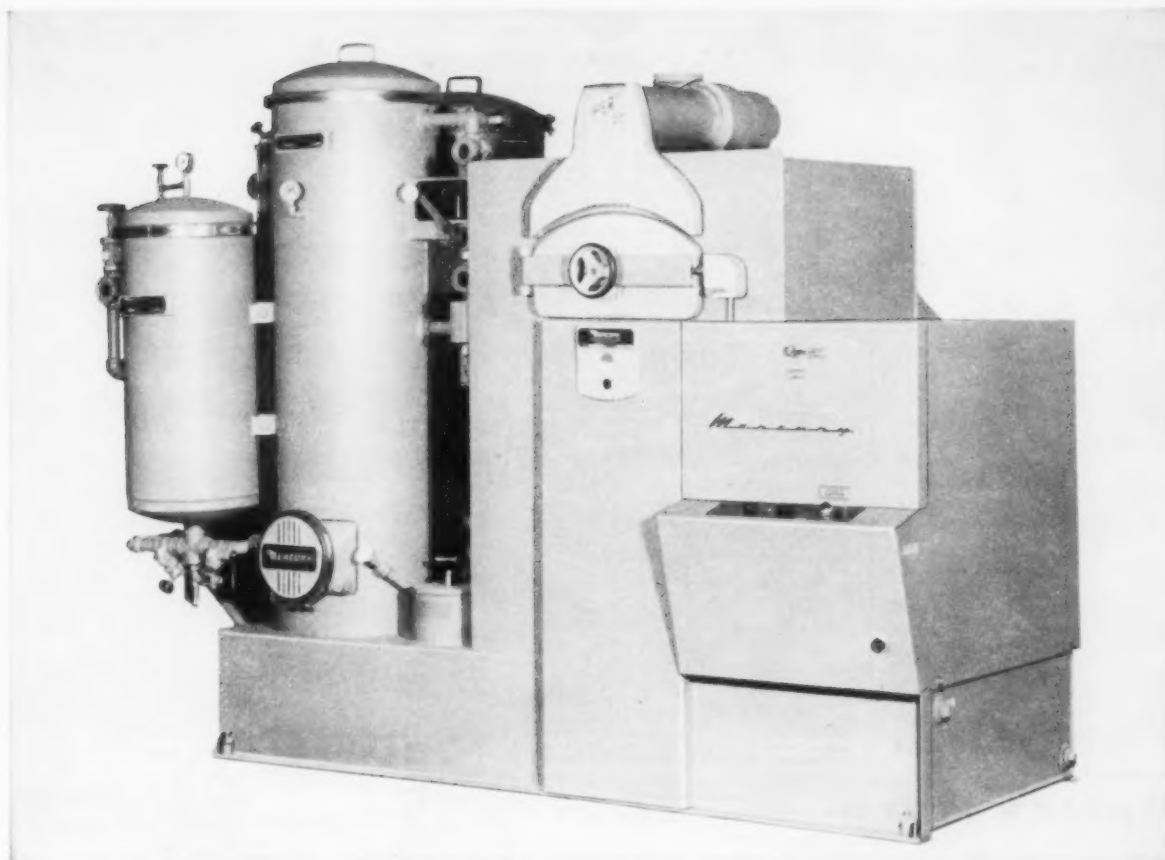
I would like to examine each of these types of problems in terms of specific case histories and with reference to the organization of NID and how it operates to deal with such problems. The first of these concerns Orlon sweaters and the fact that many knit goods manufacturers label their products: "Launderable — Do Not Dryclean." A number of you have written us complaining about this label saying it's unfair because drycleaners can handle these sweaters.

The problem originates from the fact that a relatively new type of crimped Orlon fiber is used in these sweaters because this gives the sweater the warm, soft, bulky feel and appearance of wool. There's no denying that Orlon sweaters have popular appeal and there are many millions of them in service. Yet in 1959 there were over 150 complaints of stretching reported to NID's Analysis Department—twice the number we received in 1958. These were complaints of stretching caused by careless handling in drycleaning.

Among the first of the companies to use the "Do Not Dryclean" label was J. C. Penney Company. We questioned its director of laboratories, who wrote us:

"We find that past and continuing experience in the field points to unsatisfactory appearance of these sweaters in cases where they have been drycleaned. It is possible that drycleaners utilizing the most careful practices can successfully handle these sweaters, but our customer returns indicate that, by and large, the average drycleaner does not do a good job on them and we get much more satisfactory results from home laundering."

Now, how do we resolve this situation? Cleaners who know how to handle Orlon sweaters complain about the "Do Not Dryclean" label. Cleaners who don't know send their mistakes to NID for a textile analysis report. We



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2000 GPH Monel Tubular Filter . . . with backwash.

50 GPH Still. No "foam-over."

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NEW smooth Mercury-Twin-Disc 2-speed transmission with fluid drive insures low maintenance cost.

Over 4700 Successful Mercury Owners in 50 States.

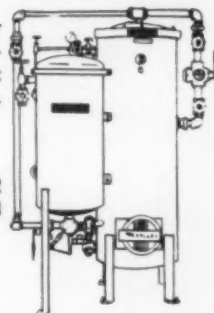
At \$6750., PER 50 includes Filter and Still. Comes completely piped and assembled, and costs no more than most smaller units.

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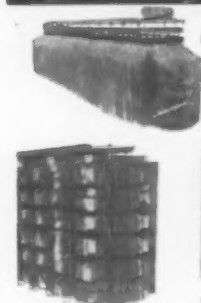
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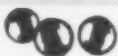
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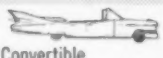
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How? See page 53



THE DOW CHEMICAL COMPANY
Midland, Michigan

intend to take some action on this later in the year, but not before we have had a chance to take it up with NID's Textile Analysis Advisory Committee. Obviously, something will have to be done about cleaners who insist on tumbling these sweaters and stretching them, when cabinet or room drying (as NID bulletin FF-3 recommends) would avoid the problem. Obviously, further industry education is needed; then we can approach textile sources to eliminate the offensive labels.

NID's textile information services are more properly considered well-coordinated, inter-departmental function than as separate departmental activities. Actually, one cannot work without the other in the publication of consumer leaflets, Fabric-Fashion bulletins, technical bulletins, consumer press releases, textile industry investigations and Analysis Department operations, including its Newsletter to members in the NID Reporter.

But what makes the whole plan work as well as it does is that NID members use the Textile Analysis service to the extent of nearly 30,000 problems per year. The information from this activity is the most comprehensive of its kind in the world. It is a

basis for all other services, bringing benefits to drycleaners and their customers alike in the form of authentic information on textile performance proper care. The textile industry in this plan is both a source of information and the means of correcting sources of difficulty.

In the 13 years of its operation, NID's trade relations department has carefully built up a vast system of communication with the textile industry (including garment manufacturing and retailing) which brings all problems of the drycleaning industry within some measure of control, both in the United States and abroad. The American Association of Textile Chemists and Colorists develops standard test methods. The textile press carries much information from NID about drycleaning and the problems created in drycleaning by textiles.

NID contacts with a great many trades and industries directly through their trade associations or technical societies make it possible today to reach into all areas of industrial activity for the benefit of the drycleaner. In this era of growing world trade it is often necessary to reach into foreign countries through the consular offices, the U. S. Department of Commerce and through cooperating foreign national drycleaner groups.

Solvent-soluble dyes persist

A second type of problem that NID must seek to solve for you is "solvent-soluble pigment colors." This is the largest single cause of customer complaint in NID's Analysis Department records. There were over 1,200 such complaints in 1959.

For the past two years, NID has been actively engaged in solving this complex problem. I am pleased to report that we believe we have finally reached the seat of the trouble. There has been a good deal said on this subject already, but two things should be mentioned. One is that the problem has grown out of changing technology in textile coloration. At one time, only penetrating-type dyes were used on fabrics, and these with few exceptions are not affected by cleaning solvents.

The other basic system of coloration is the bonding of pigment particles to the fabric with a synthetic resin binder in a system which brings the pigment and textile fiber in such close union that the fabric appears actually dyed. The trouble is many of the pigments used for pigment printing, and some of the binders, unless fully cured or polymerized, are soluble in varying degrees in solvent cleaning systems,

"EAGLE-PICHER" FILTER POWDER ...

1. filters your solvent better
2. at lower pressure
3. for longer runs

You cut costs, using Eagle-Picher Filter Powder. Being "cleaner" in the first place, this filter material is able to hold more dirt, while letting the solvent thru at lower pressures. You use *less* filter powder, because Eagle-Picher does a better job.

You can depend on its uniformity, thanks to Eagle-Picher's tremendous new Nevada diatomite fields, and because of its "on grade" processing techniques. It will do exactly the job you want done.

Ask your supplier for Eagle-Picher Filter Powder. If unavailable in your area, contact us. You'll be money ahead with Eagle-Picher.

Since 1843



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The Eagle-Picher Company

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The Eagle-Picher Company
Filter Powder Dept. NC-660
Cincinnati 1, Ohio

Gentlemen: Send me additional information on the use of Eagle-Picher Filter Powders.

NAME _____

STREET ADDRESS _____

CITY _____

ZONE _____ STATE _____



ERIE WHISTLE TIMER

The Automatic Shut-off Signal that Pays for Itself!

Avoid excessive washing, extracting, drying time . . . move more loads, faster . . . save finishing time . . . insure better quality . . . with easy-to-install Erie Whistle Timers. Piercing whistle is heard over all machinery noises. Won't run down, but continues until equipment is shut off. In a few weeks or a few months, your savings have paid for the low initial cost . . . and you continue to save.

★ A USER REPORTS

"Since these whistle timers were installed, we have increased poundage by at least 10%, with less hourly labor than before. They have eliminated our problems with over-extracting and excessive tumbling." Bay View Dry Cleaners, 2681 S. Kinnickinnic, Milwaukee.

Check These Features

- Fool-proof! Just turn knob to desired operating time — and forget it!
- Operator can't disregard piercing whistle, which continues until equipment is shut off.
- 3 models (0-5 min., 0-30 and 0-60 min.) for extractors, washers, dryers.
- Easy to install on any brand of equipment. Threaded $\frac{3}{8}$ " pipe size for compressed air line.
- Covered by written guarantee.

Write for Details Today!

ERIE Manufacturing Co.

4000 South 13th Street
Milwaukee, Wisconsin

more particularly in those using perchlorethylene.

Now this fact is not particularly new to pigment manufacturers, but we found two situations which needed correction before any progress would be made. One is that the standard test method used by textile research people was not severe enough and new pigment formulas were regularly passed for production which in actual drycleaning failed to stand up satisfactorily.

The second situation was that textile printers who specialize in washable cotton prints believe their responsibility is limited only to using colors which are washable. This was adequate when cleaners did little cotton cleaning. Today washable prints must be both washable and drycleanable for satisfactory performance.

Thus, NID has had to change basic concepts of textile usage and also help textile interests to find a new test method. Both of these have been accomplished. Virgil Lyon, head of the Dye Properties Division of the Technical Laboratory of the Du Pont Company declared, after the adoption of a new test last January 21, that it is only a matter of time now when we will see an end to our troubles with pigment colors.

Thus, through the highly involved system of interindustry communication NID has built up over the years, we are now able to cope with the most complex of problems for the benefit of cleaner, producer, and consumer alike. But more important, perhaps, than the solving of existing problems is the fact that we have the equipment necessary for preventing problems from developing or for defending the interests of drycleaners against textile performance situations over which they have no control.

We must work together

Now we come to the third type of problem which requires that we all work together toward certain national goals. Ours is a professional industry comprising a great number of small business units. Separately, without a specific concept of our role in the American economy, we represent ourselves as a conglomerate of operators without standards of performance. Believe me, it is a handicap in dealing with the problems of trade relations not to be able to represent our industry as one which is guided by common standards of professional competence;

to appear not to be unified in a common bond of understanding of our role as keepers of our brothers' wardrobes; and to have failed to establish ourselves as an industry of experts in the field of fabric care. In all the relations areas in which NID has been active, the ultimate objective has been to establish our industry and its members on a common footing with the producer of fabric, the maker of clothing and the local retailer.

The keeping up of what I like to refer to as "The American Standard of Personal Appearance" is more than a process of fashion creation, more than the advancement of textile technology, more than the distribution of the products of manufacture. It is also a matter of proper care of clothing. To the extent that we can cope with the technical problems of processing clothing of all kinds and to the extent that we can create a national image of the drycleaner as a man who is an expert, a true professional in his field, advances in textile technology will pose no real threat to drycleaners and we will continue to grow and prosper as an industry.

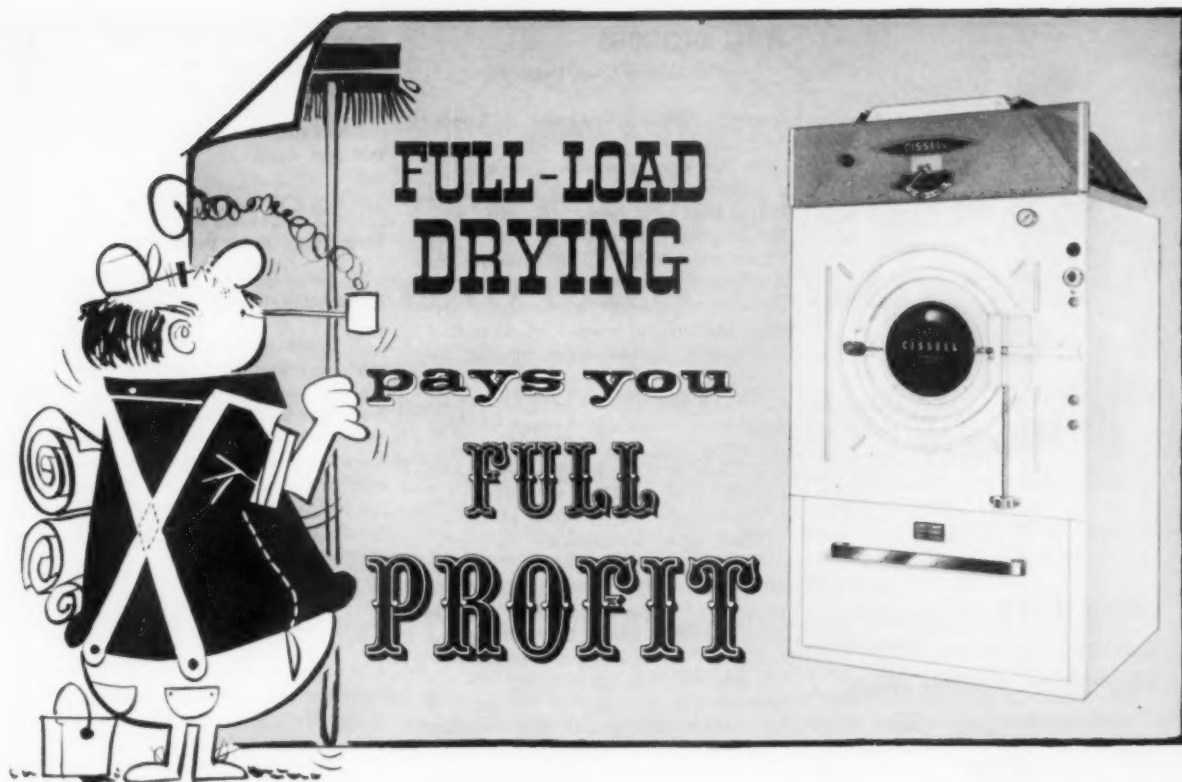
NID is well organized to meet the challenge of new textile developments in the decade of the 60's, but we think the industry itself can be better organized than it has been to attain the national goals we all recognize are so important to our continuing progress. What better way is there to accomplish this than by giving your full support to our national advertising program, by prominently identifying yourselves with your National Institute, and by utilizing all its services for helping you become truly expert in all branches of plant operation and all aspects of clothing renovation.

Textile technology challenges you only if you think of yourself as merely a cleaner. It is a boon to those who believe the drycleaner is an expert in clothing care. # #

*Guard your family—
fight cancer with a
checkup and a check.*

Send your check to "Cancer,"
c/o your local post office.

**AMERICAN CANCER
SOCIETY**



Cissell 100 lb.* drycleaning dryer

One sure way to boost profits is to cut production time. That's why Cissell's big 100 lb. Drycleaning Dryer is more popular than ever. It gives you "full-load" capacity every time . . . eliminates expensive split-load operation.

Large 42" x 42" basket is designed for thorough, gentle drying and large air volume. Extruded basket perforations give "no-snap" clothes protection, plus double-thickness durability for extra long life. 8-Stage Heat Control provides a full range of safe, controlled heat . . . eliminates temperature guesswork, assures uniform drying. "Up-front" service accessibility saves time and money . . . basket removes in less than five minutes.

You benefit when you use Cissell equipment . . . your customers do too!

- All-metal full width lint drawer • Static steam spray • Thermometer standard equipment • Air filters standard equipment • Separate motors for fan and basket
- Double wall construction • Cissell-built gear reducer • Two-way fire extinguisher

*Dry Weight Capacity

CISSELL

W. M. CISSELL MFG. CO., INC.—LOUISVILLE 1, KY.

Pacific Coast Office: 4823 W. Jefferson Blvd., Los Angeles
Foreign Distributors write Export Dept.—Cable Code "CISSELL"

Consult Your Jobber



Mrs. Care will tell your customers regular dry cleaning keeps clothes wearable longer.
How? See page 53



THE DOW CHEMICAL COMPANY
Midland, Michigan

LEGAL DECISIONS

Continued from page 46

question "no." (*Newsome v. Loper*, 112 S.E. 2d 781.)

In that case, a woman employed in a cleaning establishment was injured in the course of her work. Evidently the employer was not at fault, preventing the employee from suing for damages. Nevertheless, if the cleaner regularly employed 10 or more persons, the injured woman could collect workmen's compensation for the injury.

The cleaner did not have 10 regular employees unless one or more of three persons could be considered employees. One was an independent route operator and the other two were paid a commission for securing patronage at a nearby Air Force base.

The Court of Appeals ruled that the claimant failed to prove that her employer had at least 10 regular employees. The Court said, "The fact that on the day the employee is injured there are less than 10 men working will not prevent the operation of the act if it be shown that, under the ordinary course of conducting the business, 10 or more men are regularly employed as here defined." The employer's testimony authorized a finding that the

two men at the Air Force base and the man who owned his own truck, although they received commissions for clothes brought in, were not employees and that the employer had no control over them.

Fire Insurance Binders

Is the duration of a fire insurance binder extended by oral agreement?

It is always best to have all important agreements in writing. This applies especially to the insurance of buildings and chattels against fire. To rely upon an oral promise made by even a general agent of an insurance company is to risk possible necessity for suing in case of loss without certainty as to how the suit will terminate.

This point is illustrated by the decision reached by the New York Supreme Court, Appellate Division, First Department, in the case of *Lasavoy Industries v. Providence Washington Insurance Co.*, 174 N.Y. Supp. 2d 55.

On May 16, the general agent of two insurance companies issued a written binder to the plaintiff on behalf of each company for \$25,000 fire insurance, effective for 30 days unless notice were given by the companies within that time that there would be no further insurance. Fire occurred July 20, without the policies having been issued and without the companies having rejected the application.

In suing, the insured relied upon an oral assurance by the general agent that the binders would be extended to cover the property until the policies were issued. The trial judge decided in favor of the insurance companies on the ground that the written binder was a written contract within the general rule of law that a party to such agreement cannot contradict it by showing that there was an oral agreement to the contrary. But, on appeal by the insured, the Appellate Division decided in his favor, that insured did not seek to contradict the terms of the written binder, but rightfully claimed that the terms of the binder were modified by the verbal agreement extending the binder's effective duration.

The courts generally recognize that a party to a written contract cannot deny that it states the parties' agreement, unless he can prove that he was defrauded into signing it or that through mutual mistake it does not state their true agreement. But he can prove that by subsequent oral agreement the terms of the original contract were modified.

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high vacuum pump...

...and
get
ALL
these
features



- Holds a high vacuum
- Fast self priming
- Does not heat solvent
- Does not block up with lint
- Quiet operation

For complete information write for Bulletin BQ, pages 9-10



VIKING PUMP COMPANY

Cedar Falls, Iowa, U.S.A. In Canada, it's "ROTO-KING" pumps
Offices and Distributors in Principal Cities. See Your Classified Telephone Directory



AN IMPORTANT ANNOUNCEMENT by THE STAMFORD CHEMICAL COMPANY

THE drycleaner faces a serious problem as the decade opens. Simply stated — *quality must improve* — or else. Unless we are willing to make a drastic improvement in drycleaning of wash and wear, whites, rainwear, silks and wools, we cannot build public confidence. The campaign to have cleaners operate with inferior detergents and *no distillation* has back-fired. This factor alone has resulted in excess build-up of solvent impurities, causing lower standards, customer complaints and loss of business.

Coin operated drycleaning can create havoc in such a situation. A quick change to higher quality is needed *now* — before it is too late.

Let's review the past decade. The single bath system based on dark-colored mahogany sulfonates served a useful purpose in proving that heavy soils and sweet stains could be removed in the washer. The black ugly solvents led to the two bath process. But the dark sulfonate only added to the difficulties of maintaining purity in both baths. The development of the dodecyl benzene amine sulfonates, being light in color, brought the return of single bath. However, the new synthetic sulfonates pick-up a

large amount of water, which only add to impurities and redeposition. Their characteristic of offering good salt removal on N.I.D. swatches, although a clever gimmick for the promoter, confuses the issue, and has no relationship to stain or soil removal. In fact, the shortcomings of these water soluble amine sulfonates merely result in a marked increase in wet-side spray spotting.

The most serious crime to the industry is the present promotion of *no distillation* necessary. This is tantamount to saying, "Mr. Drycleaner, you can fool your customers all the time, you can get away with murder." Greases, oils, waxes, resins, fatty-acids all removed from garments are soluble in solvent. They do not disappear by magic. There is no process known for removing these solvent soluble impurities except *by distillation*.

This review on the state of the industry is made so that we might announce a development which represents a giant step forward. A revolutionary new type of detergent. Synthesized exclusively by the Stamford Chemical Company and made *only* for the drycleaning industry, this Organic Condensate Derivative is called *OPALITE*.

OPALITE is absolutely *water-white* and contains a unique fluorescent brightener. Operates on a single bath 1% charge and maintains perfectly white solvent. Makes whites whiter and colors brighter. Garments are lint free and anti-static. Wools have soft feel, zippers slide smoothly. The quality of any plant moves to a higher level.

We believe OPALITE to be the most revolutionary advance in drycleaning chemistry of the decade. You will too. For further information write to:



The Stamford Chemical Company
Stamford, Connecticut

Collar Comfort

SHIRT LAUNDERING

with that

"EXECUTIVE LOOK"

Here at last one collar protector for every type shirt.

Protects the collar from pressor to dresser . . . Locks in place in just a second . . . Gives proper shaping for Inner Collar Comfort . . . Permits more shirts per package . . . more room in dresser drawer . . . Eliminates sloppy 'hangar' delivery of sport shirts. Designed for Starch or No-Starch collars, it gives every shirt that neat, fresh "Executive Look" . . .

the NEW DeLuxe EXECUTIVE STAIZ



- NO COLLAR CREASES
- NO COLLAR POINT CURL
- NO COLLAR FRONT FOLDOVER



TIME SAVERS, INC.

La-down COLLAR FORM-R produces
The Crush-Proof-Collar—
The HEART of COLLAR COMFORT
Shirt Laundering

83-99 WALNUT STREET
MONTCLAIR, NEW JERSEY



ASSOCIATION NEWS

Plans for Back-Home Day:

"Dutch" Rothe, president of the NID Alumni Society, has announced that Back-Home Day will be celebrated August 12, 13 and 14. The annual reunion will be held at the Marriott Motor Hotel located just across the Potomac from Washington, D. C. The Marriott features resort accommodations complete with swimming pool, and the Back-Home Day social activities will be in keeping with this atmosphere.

An unusually fine program, tailored to the drycleaning industry, is being planned for the weekend. For further information contact the Secretary, NID Alumni Society, 8001 Georgia Ave., Silver Spring, Md.

New Canadian Officers: Kenneth R. Holt has been returned as president of the Atlantic Provinces Launderers and Cleaners Association. First and second vice-presidents are Eldon Hickey of Summerside, P. E. I., and Jack Bagnell of Truro, N. S. Emery Henderson of St. John, N. B., is the new treasurer.

Elected to the board of governors

are: Louis St. Onge, Dartmouth, N. S.; Frank Richards, St. Stephen; J. Wynstanley, New Waterford, N. S.; William Forsythe, Halifax; Louis Bagnell, Charlottetown; Jack Budovitch, Fredericton; R. F. Horncastle, St. John; Reginald Norman, St. John's, Nfld.; Arthur Barnes, St. John.

Local Cleaners Band Together: Six cleaning plants of Barberton, Ohio, have organized the Barberton Cleaners Institute. The function of the group is to raise cleaning standards to "their proper level."

Members are Arcade Cleaners, Barberton Laundry and Cleaning, Berney's Cleaners, Brownie Cleaners, Jack's Cleaners and Nichols-Hoffmann Cleaners.

Organization Proposed: Cleaners from Amesbury, Newburyport, Lawrence and Lowell, Mass., met recently in Haverhill to discuss formation of a Merrimack Valley association of dry-cleaners. Ernest Henderson of the NID spoke on group advertising at the

meeting, while Francis W. Cleary, president of the sponsoring Retail Dry Cleaners' Association of Haverhill, presided.

Election Returns: The Southside Dry-cleaners Association, Los Angeles, Calif., recently elected directors for the coming year. The new directors are Ray Bailey of Mar Ray Cleaners, Ray Cox of Utopia Cleaners, Pat Pirtle of Pep Drive-In Cleaners, Lou Finkel of Consolidated Cleaners.

Also elected were Dallas Schneider of Dallas Cleaners, "Chuck" Sowards of Mickaluck Cleaners and Sam Weissmann of Sani Dip Cleaners.

Guild Clean-Up: The Maryland Dry-cleaners Guild is launching a campaign to promote drycleaning of wash-and-wear through the summer months.

Sixty-four plants, on a first come, first served basis, will share in a varied promotional program which includes, for the customers, free tickets to Baltimore Oriole games and an opportunity to win a 1960 car. The cleaners who share in this plan will have their plants advertised over radio station WCAO once a day for the 13 weeks the promotion will run. The campaign is climaxed with a Clean-Up Man of the Year award which will be presented at the Oriole-Cleveland Indians game at Baltimore's Memorial Stadium on August 30.

Australian Award—NID Course: The Award Sub-Committee of the Federal Council Conference has selected the state of Victoria and the Victorian Dry Cleaners Association to lead the Australian states in annually selecting a member from its ranks to be sent to America to attend the management course at the National Institute of Drycleaning. The winning applicant will have the major part of his traveling expense and tuition paid for by L. Horscroft Pty. Ltd., Victoria, a large Australian manufacturer of dry-cleaning equipment.

North Dakota Returns: New officers for the North Dakota Laundry and Cleaners Association are: Mrs. Gladys Agrest, ABC Cleaners, Devils Lake, president; Gene Wilhelm, X-L Cleaners, Dickinson, vice-president; Mrs. Ray Rose, Devils Lake Steam Laundry, Devils Lake, secretary-treasurer.

The board of directors is made up of Rolland Unterseher, Hazen Clean-

ers, Hazen; Harold Meyer, Model Laundry & Cleaners, Fargo; Ralph Nelson, City Laundry & Cleaners, Wil-
liston, and Melvin B. Skotterud, Rolla
Cleaners, Rolla.

##

Neighborhood Elections: Victor Rosenthal, Albany, N. Y., has been elected president of the Neighborhood Cleaners Associations. NCA vice-presidents are Harry Schumacher, College Point, N. Y., and Milton Winter, Utica, N. Y. Treasurer is Leon Lemansky, Linden, N. J.; secretary, Milton Goldstein, Binghamton, N. Y. Elected board member is Lee Sachs of Syracuse, N. Y.

##

Houston School Plant: The new Jack Yates school in Houston, Tex., is now teaching cleaning courses in an up-to-date plant. The plant was set up by a committee from the Harris County Cleaners & Laundry Institute. Committee members were: Jack Montgomery, Airline Cleaners, and Albert Seussmuth, Perfecto Cleaners.

A permanent committee is being set up to act in an advisory capacity. Members appointed to this committee are: Clarence Groschke, McGowan Avenue Cleaners; George Fodell, Jr., Oriental Laundry & Cleaners; B. R. Hollomon, Dutchmill Cleaners; Messrs. Montgomery and Seussmuth.

##

Canadian Goodwill: Senior members of the local Chamber of Commerce in the Niagara area attended the monthly divisional meeting of Dry Cleaners and Launderers Institute (Ontario), Niagara Division.

Guest speaker George Sands of the Canadian Research Institute spoke on the advantages of association membership. He also gave short talks on public relations and "How To Handle Claims and Keep the Customer."

Each Chamber of Commerce representative was presented with a bound volume of technical bulletins sent out by the Institute.

##

The Miss Ft. Lauderdale entrant in the Miss Florida Pageant can give half of her thanks to the Broward County Launderers and Dry Cleaners Association. With the Ft. Lauderdale Civitan Club, it co-sponsored the Miss Ft. Lauderdale contest, the city's first in seven years.

Participating members of the association are: Broward Laundry and Linen Supply, Bond Cleaners, Florida

How To Satisfy Customers



*27 for a PENNY!

* Serve 27 customers automatically with a White Call Office Conveyor. The cost in electricity will be approximately 1 cent.



White

CALL OFFICE CONVEYORS

THEY SPEED SERVICE AND BRING IN NEW CUSTOMERS, TOO!

Mr. Plant Owner! Remarkable things happen when you install a White Call Office Conveyor in your plant. Increased business? YOU BET! Customers are impressed? ABSOLUTELY! Speedy Service? IT'S UNBELIEVABLY FAST! Our salesmen have a number of interesting "Picture-Success Stories" to show you and tell you about. A phone call or postal card will bring literature or a personal visit without obligation on your part.

MAIL THIS COUPON
FOR COMPLETE CATALOG AND PRICES

WHITE MACHINE COMPANY, INC.
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Gentlemen:

Please send information and prices on your conveyors for:

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Name

Address

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Your Jobber

Cleaners, Ft. Lauderdale Cleaners, Green Mill Cleaners, Haworth Cleaners, Peerless Cleaners, Riverside Cleaners, Seven-Hour Cleaners and Warren Cleaners.

tive committeemen Gil Fotheringham, Fotheringham Speedy Service Cleaners Ltd.; T. Streckler, Britannia Cleaners, Stoney Creek; and Herb Bowes of Herb Bowes Cleaners, Dundas.

##

Hamilton Ballots: Michael Barone, Bruce Dale Cleaners, Hamilton, Ont., has been elected chairman of the Hamilton Division of Dry Cleaners and Launderers Institute (Ontario). Others voted into office were Al Wright, Wright's 2 Hour Cleaners and Launderers, secretary-treasurer; and execu-

Cleveland Guild Elections: The Dry Cleaners Guild of Cleveland recently elected Bernard Schwartz of Hollywood Cleaners guild president. Other officers elected were: vice-president, Jerry M. Goldberg of D. O. Summers Co., and treasurer, Casey Sarnecki of Monarch Cleaners. Lucile Seidman remains as executive secretary.

##

THE ANALYST ANSWERS

Continued from page 64

to eliminate any traces of acidity even though the acetic acid is volatile.

The drycleaning process itself has not been a factor in causing this damage.

Crocked Dyestuff

Could you please tell us the cause of the color loss around the collar and waistline of this dress?—K.Q.C., Florida

This garment typifies one of the failings of cotton fabrics—crocking off of the dyestuff.

The loss of color seems to have occurred at the collar, the waist and the back area. These are areas that are subject to things that cause crocking off, namely perspiration and friction from wear.

This damage is not due to any failing so far as the cleaning of the garment is concerned. The fact that the dyestuff in these affected areas may have been loosened from the exposure to friction and perspiration would make it most likely that a washing process would tend to flush this loosened dye from the fabric.

The only means of restoration is re-dyeing.

Trouser Discoloration

The enclosed trousers show color damage in two spots, which the spotter refused to touch. The customer claims these spots were not on the trousers when he brought them in.—L. C., Minnesota

The light areas on these trousers have been caused by a loss of the surface dyestuff, known as "crocking off." This damage is very common on silk fabrics such as this. Any friction or abrasion against the surface of the fabric is usually sufficient to cause this condition.

One method commonly used to overcome this slight loss of color is to apply some oil to the fabric. This usually is done by an oil dip method which merely involves immersing the garment in a bath of solvent to which has been added some white mineral oil in the proportion of 1 part mineral oil to 9 parts solvent. Then extract the garment and tumble-dry. The presence of this oil gives sufficient depth of color to overcome the lightened condition.

However, when the garment is again drycleaned the oil will be removed and the light areas will show up to possibly plague another cleaner with the customer's claim that he caused the loss of color.

Mr. Drycleaner: HERE IT IS... YOUR ANSWER TO COIN-OP DRYCLEANING THE PERMAC *Kleanerette*

Since the news of Kleanerette broke, we at Permac have been deluged with requests concerning this unique franchise.

Besides letters pouring in from all over the country, we have had calls and wires from drycleaners requesting city-wide, state-wide, even nation-wide, franchises. So you can see, we have been working overtime, even with our greatly expanded facilities, to investigate these requests.

We are following up inquiries—and issuing franchises—strictly on a first come—first serve basis. And, if you have not yet been contacted personally, please be patient in the knowledge that you will very shortly, without losing your place in line.

If, on the other hand, you have not yet requested information concerning the exclusive Kleanerette franchise, do not wait. Write to us **today** on your letterhead. This done, you will receive full details on how Kleanerette can work for you, at the same time improve your chances of securing a franchise, if one is still available in your area.

**Yours for an investment
as low as \$12,900 complete**

**You can lease a Kleanerette
on a pay as you go basis!**

Write, phone or wire collect today
and learn how you can secure
your exclusive Kleanerette franchise.

AMERICAN PERMAC, INC.
48 Merrick Road, Rockville Centre, L. I., N. Y.

NEWS *from the allied trades*

Street's Elects Officers



PAUL V. WARREN

At its 84th annual meeting, held at Chicago headquarters on May 9, R. R. Street & Co. Inc. reelected Paul V. Warren as chairman and chief executive officer. Other officers elected at the May 9 meeting are:

President and treasurer, J. L. Mayberry; senior vice-president, C. B. Kasson; vice-president, sales, E. J. Heidersbach; secretary and assistant treasurer, I. R. Ballinger; assistant secretary, C. E. Stauffer.

Hoffman Promotes List



LEWIS S. LIST

Lewis S. List has been appointed vice-president of the Hoffman International Corporation. Mr. List joined U. S. Hoffman Machinery Corporation 10 years ago as a junior engineer. He was manager of the Air Appliance Division prior to his new appointment.

Hoffman International imports garment pressing and dry-cleaning equipment from Europe and exports American-made equipment to the rest of the world.

Bauman Heads White

J. N. Bauman, president of The White Motor Company, has been made chief executive of the company. This position was held for the past 25 years by Robert F. Black, chairman of the board. Mr. Black will continue as board chairman.

Mr. Bauman has 38 years experience in the White organization, and has been responsible for many of the company's truck innovations.

Giancola Finds Firm



DON J. GIANCOLA

Donald J. Giancola has founded the firm of Donald J. Giancola & Associates. The firm will represent, in overseas markets, the interests and investments of American manufacturers, including Ajax Pressing Machine Co., Textile Marking Machine Co., Bishop Freeman International, Hoyt Manufacturing Corp. and Fulton Boiler Works.

Lestoil Firm Bought by Standard International

Adell Chemical Co., Inc., Holyoke, Mass., maker of Lestoil liquid detergents and Lestare dry bleach, has been purchased by Standard International Corp. of Andover, Mass. Included in the agreement are Adell Chemical Co., Inc., the parent company; Lestoil, Inc.; Lestoil, Ltd. of Canada; Jackson Associates, the company's advertising agency; and the JLB Realty Trust.

One of the prime reasons given for the sale of the company was the matter of estate taxes as they apply to family-owned businesses, such as Adell.

Excelsior Named New Maytag Distributor

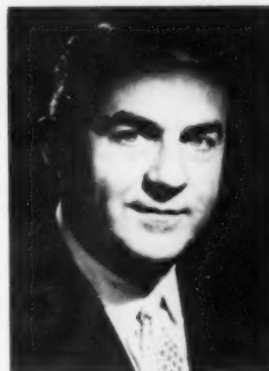


Excelsior Machinery Co., Detroit, has been franchised as a distributor of Maytag coin-operated laundry appliances in Michigan, exclusive of the Upper Peninsula.

Left to right: W. B. Cap-

lan, Excelsior's president; Ivan Ingersoll (standing), Maytag's commercial laundry sales coordinator; Alfred S. Shevin, Excelsior treasurer, and Dwight Stanfield, commercial laundry sales assistant at Maytag.

Whirlpool Sales Executives Promoted



HARPER R. DOWELL

Harper R. Dowell, former distribution manager of Whirlpool Corporation, has been promoted to general manager of distribution and sales. The new general sales manager is Thomas F. Bartley, former field sales manager.

C. R. Armstrong, former general manager of the Detroit sales office, has been named general manager of branches and will supervise wholesale activities in Detroit, Atlanta and Jacksonville. C. Edward Reiner succeeds him in the Detroit branch.

Raymond A. Muldoon replaces Mr. Reiner as sales manager of automatic washers. Quentin B. Garman has been named national advertising manager and Ronald I. Gow is



THOMAS F. BARTLEY



C. R. ARMSTRONG

the new assistant national advertising manager.

Continued on page 84

Continued from page 53

Sol Goldin, manager of retail marketing, will add liaison work with industrial groups to his duties, while James D. Walker replaces Peter N. Prussing as West Coast regional manager. Mr. Prussing is the new general manager of freezer sales. Sterling L. Beck, Jr., fills Mr. Walker's job as district manager in the Southeast.

A dealer sales development team headed by Franklin T. Grimes, assisted by L. Earl Mitchell, has also been formed.

North East Permac Changes



J. F. KEEGEL

J. F. (Joe) Keegel has been named director of sales for New York and New Jersey for North East Permac Co., distributor for American Permac. Mr. Keegel has been associated with leading allied trades firms for 22 years.

The Permac distributor has moved to larger quarters at 29 Washington Ave., Natick, Mass.

Brandt New Manager



LESTER C. BRANDT

Lester C. Brandt has been named sales manager for Commercial Water Heater Company, Maywood, Calif., Western sales office of Commercial

Heater Company, Fort Worth, Tex. Mr. Brandt will travel in the Mountain and Pacific States. He has 23 years of experience in the industry, for the past 10 years with Commercial.

Visking Appoints McCabe



LEO A. McCABE

Leo A. McCabe has been appointed sales specialist to the drycleaning and laundry industry by Visking Company, Division of Union Carbide Company, Chicago.

Mr. McCabe joins Visking, manufacturer of poly film, after serving as general manager of a Chicago packaging corporation.

International Paper Expands

International Paper Company, New York City, has added a new division, the Paper-Plastics Sales Division. J. L. DeRose has been named division sales manager.

International Paper has been combining plastics with several grades of paper and paperboard for some years to provide special characteristics for particular uses. The new division will coordinate sales activities in this field.

Sales responsibilities have been reorganized in the Western sales office of International Paper Company.

David H. Kennedy, Western regional sales manager, has been assigned to the staff of Wallace K. Graves at the company's executive offices in New York.

J. D. Dooley is now regional sales manager in charge of container board; N. P. Sparkman is regional sales manager in charge of Southern kraft paper and grocery bags. R. H. Hinman is the new regional sales manager in charge of fine paper and bleached board. Mr. Dooley also takes over administrative duties at the Chicago office.

Fluff 'N Puff Announces Four Sales Appointments



LOREN SKAATS



WILLIAM BENNETT



GEORGE KEYSER



W. O. VAN DOREN

Fluff 'N Puff Pillow Service of America has promoted former sales manager Loren Skaats to vice-president and sales manager. William Bennett, former district sales manager for seven Midwestern states, has been

promoted to Canadian sales manager.

George Keyser is the new Eastern sales manager and W. O. Van Doren is the new Western and Southern sales manager.

Helen Retsch Retires From National Marking



Miss Helen Retsch, assistant secretary of The National Marking Machine Co., Cincinnati, has retired after 40 years of service.

Except for the late board

chairman, L. S. Smith, Jr., shown in the picture with her, Miss Retsch had been associated with the firm longer than any other employee.

Continued on page 86

Just off the press!

"THE DRYCLEANER'S GUIDE TO SHIRT LAUNDERING"

Now—for only \$1.00 a copy—you can get the industry's *timeliest* handbook—the whole how-to-do-it story of shirt laundering *at your fingertips*—

- **HOW AND WHEN TO GET STARTED**
- **HOW TO EQUIP**
- **HOW TO HIRE AND TRAIN**
- **HOW TO PRODUCE**
- **HOW TO INSPECT AND PACKAGE
FOR REPEAT BUSINESS**

—complete, down-to-earth facts you can put to work *immediately* to build your business and raise profits!

Just fill in below, clip and mail with remittance. We'll rush your order!

**TO: THE NATIONAL CLEANER,
466 Lexington Avenue, New York 17, New York**

Yes, please rush my order
for copies
(@ \$1.00 per copy)
of your new handbook,
"The Drycleaner's Guide to
Shirt Laundering."
My check for \$ is enclosed.

Name _____
Firm _____
Street _____
City _____ State _____

REMITTANCE MUST ACCOMPANY ALL ORDERS

Continued from page 84

Standard Appoints Sanders



JAMES E. SANDERS

James E. Sanders has been appointed national sales manager for Standard Coin Dry Cleaner, Dallas, Tex. He has been associated with the industry for the past 15 years.

Publicity Director Named



ED MOORE

Ed Moore has been named publicity director of Vapor Heating Corporation, Chicago. He joined the company in 1949 as director of research and has held several engineering posts with the company.

Diamond Scholarship Winners

Michael Stephen Pallak of Painesville, Ohio, and Clifford Joseph Fredricks of Cincinnati, are the winners of the Diamond Merit Scholarships given by the Diamond Alkali Company, Cleveland, in conjunction with The National Merit Scholarship Corporation which sponsors the nationwide competition.

Diamond's Aid to Education program also includes direct

school grants, employee gift matching program and a graduate fellowship program.

Signal Name Change

Signal Oil and Gas Company has changed the name of its Eastern States Petroleum and Chemical Company Division to Houston division. Eastern States Petroleum and Chemical merged with Signal in 1959.

Petrochemicals manufactured by the company's Houston division will continue to be marketed under the Espesol brand.

Sterling Precision Promotions

Sterling Precision Corporation has announced three major promotions of executives of subsidiaries.

J. C. Esher has been appointed executive vice-president of the American LaFrance Division, Elmira, N. Y. William C. Irish, former general sales manager of the ALF-Hermon Corporation, St. Louis, has been promoted to the new post of manager of operations. His former assistant, I. W. Busse, succeeds Mr. Irish in his previous position.

New Lewis Partner

Philip L. Lewis, management consultant specializing in the laundry, linen supply and drycleaning industries, has announced that Alex Gold, associated with him for the past four years, has been admitted to the firm as a general partner. The name of the firm remains Philip L. Lewis Co., Newark, N. J.

Curtis Appoints Lavelly

James H. Lavelly has been appointed advertising manager of the Curtis Manufacturing Co., St. Louis, producer of air-conditioning equipment and air compressors. Mr. Lavelly was formerly editor and advertising manager of a business magazine.

Lattner Executive Changes

The following officers were named at the recent annual election of the P. M. Lattner Manufacturing Company, Cedar Rapids, Iowa: former president J. Hamilton Bell, now board chairman; former vice-president Bedford P. Lattner, president; John C. Lockwood, former assistant vice-president, president; and Viola L. Layer, former assistant secretary, secretary and treasurer.

Marlow Promotes Two to Vice-President



SCOTT R. SCHLEICHER

Scott R. Schleicher, general manager of the Marlow Pumps Division, Bell & Gossett Co., has been appointed vice-president



ARTHUR F. WOODS

and general manager. Arthur F. Woods, Marlow general sales manager, has also been appointed vice-president.

Caled Names Two Representatives



CHARLES M. OVERTON

Charles M. Overton of Marietta, Ga., will represent Caled Products Company in Georgia and northern Florida. An NID grad, he has many years experience in the industry.



ALFRED J. ZENGLER

Another NID graduate with a long drycleaning background, Alfred J. Zengler of Latana, Fla., will represent the company in Florida from Ocala and Daytona, south.

Warco Appoints Jaffe Field Technician



HOWARD L. JAFFE

Howard L. Jaffe has been appointed a field technician for

the West Coast for Warco Laboratories, with headquarters in Los Angeles. Mr. Jaffe attended Los Angeles Trade Tech, Los Angeles City College, the California Association's spotting and textile course, and was formerly associated with his father in drycleaning plant operation.

Fransman to Better Equipment

Joseph Fransman has joined the staff of the Better Equipment Company, Boston. Experienced as a sales and service engineer for 25 years, he will work in that capacity for Better Equipment in metropolitan Boston.

MORE PROFITS FROM YOUR SHIRT LAUNDRY OPERATION WITH LAUNDRY EQUIPMENT by COOK



Tumblette[®] 4 Cook

37 x 30 DRYER

- Give wash-n'-wear customers fast, efficient service; increase production and income.
- High tumble basket gives gentle action — wash-n'-wear garments need only minor touch-up.
- Temperature completely flexible; thermostatically controlled — high volume air flow.
- Permanent type perforated steel lint cylinder built to last life of dryer, no costly replacements.
- Built in safety features protect laundry load.

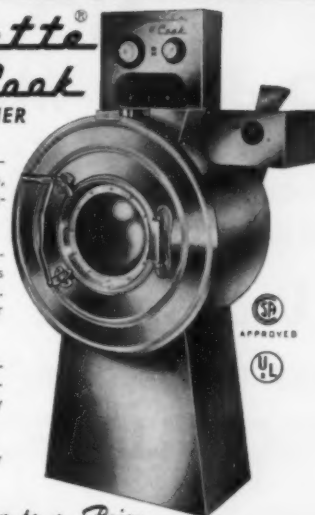


Built Up to a Standard—Not Down to a Price

Washette[®] 4 Cook

OPEN END WASHER

- Keymatic control — change time sequence, water level, temperature at will.
- Shirt production increases with Washette's fast action washing. Produce more loads per day.
- Washette has quick-change formula dial — handles ANY laundry situation.
- Available with supply injector.



For illustrated brochure, name of nearest distributor, write . . .



COOK

MACHINERY CO., INC.

4301 S. Fitzhugh Ave.

Dallas 26, Texas

Telephone HAmilton 1-2135

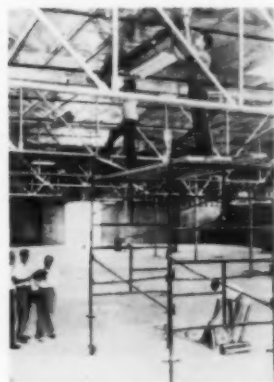
Manufacturers of the Only Complete line of Open-end Washers

NEW PRODUCTS AND LITERATURE

Continued from page 9

deals, prize gifts, etc., may be utilized.

For more information: Profit-Tab Sales Co., Station G, Box 81, Toledo 11, Ohio.

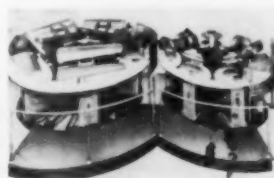


Ceiling Insulation

Alfol aluminum foil reflective insulation is designed for use in plants where no permanent ceiling has been installed. The insulation consists of aluminum foil layers that are said to reflect 97 percent of radiant heat and to block heat by convection. The aluminum foil is

also said to increase illumination of work areas by reflecting light.

For more information: Reflectal Corporation, 200 S. Michigan Ave., Chicago 4, Ill.



Rotary Pressing Unit

Unipress Rotomatic rotary turntable pressing machine unit consists of two Unipress Rotomatic machines placed side by side. On one machine are five Model 53T presses designed for ironing uniforms, coats, jackets, pants and similar pieces. The adjacent machine carries seven mushroom-type presses for finishing pants tops, backs of uniforms, collars, yokes, etc.

Each machine is handled by one operator, standing in one position. The Rotomatic automatically brings each press around to the operator.

For more information: The

Unipress Company, 2800 Lyndale Ave., S., Minneapolis, Minn.



Unimac Sunfresh'ner

Unimac's latest product for coin laundries is the Sunfresh'ner, a device for destroying bacteria which attaches to the door of a commercial tumbler-drier.

Mercury in the Sunfresh'ner's lamp generates shortwave ultraviolet rays. These are transmitted through the glass lamp to form ozone which destroys odors. The ultraviolet rays kill germs and bacteria.

For additional information: Unimac Company, 802 Miami Circle, N.E., Atlanta 5, Ga.

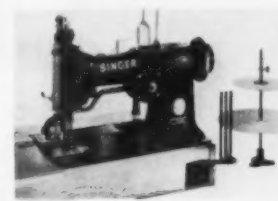
Finishing Touch

Said to impart a smooth feel to wetcleaned garments, the Finishing Touch is a new additive introduced by National Cleaners Chemical Mfg. Co.

The Finishing Touch is added to the last rinse on wet-

cleaned garments. It is available in individual gallons, 6-gallon cases and in drums.

For additional information, write: National Cleaners Chemical Mfg. Co., 2807 W. Lake St., Chicago 12, Ill.



Singer Blanket Binder

Singer 107W35 lockstitch zig-zag blanket binding machine is now available for use by dry-cleaners and laundrers. The machine will produce up to 2,500 stitches per minute. Singer estimates that this would enable over 20 blankets to be processed per hour. The company is also suggesting a new method of using its machine which, it says, will turn out bindings equal in quality to the original.

For additional information: Singer Sewing Machine Company, Dept. 292, 149 Broadway, New York 6, N. Y.

Continued on page 88

WARNING!

NO

Ordinary Machine

can be "adjusted" to do the work required for alterations in the drycleaners' work room.

U.S. Model 518-2

was designed and perfected
SPECIALLY FOR YOU



2 MACHINES IN ONE

It HEMS perfectly on
ALL materials . . .

Does Alterations
FAST and PROFITABLY

NEW—

U.S. Model E B A

Does every BASTING operation
fast and economically.
Goes around cuffs
Reduces cost—Saves time

U.S. BLIND STITCH MACHINE
CORPORATION

231 West 29th St., N. Y. 1, N. Y. LA 4-9144

Continued from page 87



Extractor Display Cards

Two poster cards, one giving simple directions for loading a Bock coin-operated extractor and the other telling the customer of the machine's advantages, may now be obtained from the Bock Laundry Machine Company. The cards are in easy-to-read picture-strip style.

For additional information, write the company at 3600 Summit St., Toledo, Ohio.



SSS Spray Spotter

SSS, Stamford Chemical's new spray spotter, now contains Color-Gard, an exclusive ingredient said to prevent color bleeding by holding loose fugitive dyes in free suspension.

For more information: The Stamford Chemical Company, 45 Jefferson St., Stamford, Conn.

Mesurflo Literature

New literature is available on the L-P-D Mesurflo line of automatic low-pressure-drop flow controls. Flow rates are available from 2/10 g.p.m. to 50 g.p.m.

For more information: Automatic Controls Division, Hays Manufacturing Company, 803 W. 12th St., Erie, Pa.



New Boyertown Body

Boyertown Auto Body Works is including a drycleaner-laundry delivery body line for installation on the 1960 Chevrolet Drop Frame Flat Face Cowl chassis, Models C1402, C2502, C3602 and C4102. The new body models are designed to take full advantage of the low chassis frame providing cab steps and cab floor as low as possible.

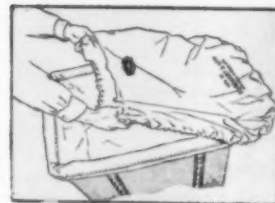
For more information: Boyertown Auto Body Works, Third and Walnut Sts., Boyertown, Pa.



New Husky Boilers

The new Husky series of packaged boilers comes in sizes from 10 to 125 boiler hp. The units, of 3-pass design, feature forced draft and a single motor drive for both fan and oil pump. Models are obtainable for light oil, natural gas or combination operation.

For Webco-Ray Husky catalog, write: Western Boiler Company, 47 Rousseau St., San Francisco 12, Calif.

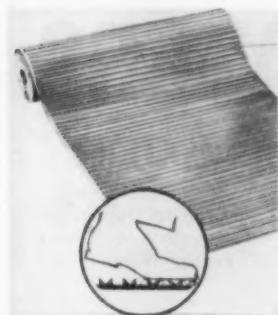


Basket Liner; Cover Cap

This new Herculite snap-on basket liner and cover cap is held in place by a strong elastic rope. Made of vinyl-nylon material, the product is said to withstand stretching, rot, rust

and mildew. The basket is fully washable.

For more information, write: R. D. Bussard & Son, 505 E. Fifth Ave., Albany, Ore.



Wear Proof Mats

Featuring "windshield wiper action," these 1/4-inch live rubber runners are intended for use in entranceways, corridors and aisles to protect floors and carpeting from tracked-in dirt. Both the Shad-O-Rug and Cross-Rib runner are equipped with "V" ribs for anti-slip.

For further information: Wear Proof Mat Co., 2156 W. Fulton St., Chicago 12, Ill.



Duplex Commercial Washer

The 1960 Duplex commercial washer features a 20-pound capacity and a new drive system, consisting of a two-speed motor for washing and extracting. Other features of the new design square washer are an aluminum-trimmed porcelain surface, safety switch on the door, and a corrosion-resistant soap chute.

For further details write: International Duplex Corporation, 1355 Market St., San Francisco, Calif.

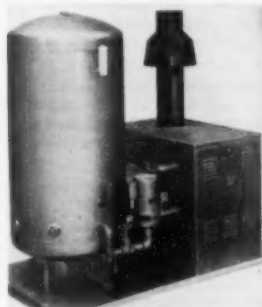
YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention THE NATIONAL CLEANER.

Tankless Heater

Multiple unit SM400 has been added to the line of NATCO Tankless water heaters. The new unit features 400 gallon per hour delivery at 100° rise and an oversize copper heat exchanger which is designed to meet the higher per minute peak load demands of coin-op laundries, when several automatic washers are in use simultaneously.

For additional information: National Combustion Co., 101-06 43rd Ave., Corona 68, N. Y.



Koppermatic System

The new Koppermatic System is a self-contained hot water heating and storage system mounted on a steel base. It contains the Koppermatic hot water heater, storage tanks, pump, wiring, piping and controls. The unit requires only hookup on location.

For more information: Western Boiler Engineers, Inc., 1616 Anson Rd., Dallas, Tex.



Detrex Merchandising Kit

Owners of Detrex drycleaning units are being offered a merchandising kit consisting of mats, window streamers, copy for ads, handbills and TV-radio.

The kit also includes a merchandising and sales booklet that outlines seven major campaigns, unified by artwork.

For additional information: Dept. 8MB, Detrex Chemical Industries, Inc., P. O. Box 501, Detroit 32, Mich.

PLAN NOW FOR PROFITABLE VOLUME IN DYEING

OF SUMMER AND FALL GARMENTS

Easy to handle, business-building and customer satisfying, good Almore Dye Work can be promoted to beat the Summer slump.

Suggest bright Summer and early Fall colors for:
Coats—Wool and
Cashmere Sweaters
—Car Coats

When Almore does your dye work, you can accept with confidence and handle with profits.

NOW—FLAME-PROOFING!

New Miracle-Method makes drapes fire-resistant at the same time they're dyed or drycleaned. No discoloration, no odor, no distortion. Approved by Fire Authorities everywhere—big field for hotels, institutions, theatres.

Write for information.

Tell your customers—"DYEING SAVES BUYING"



ALMORE DYE HOUSE

4412 Wentworth Ave.,
Chicago 9, Illinois

Leon Teichner, President

Continuously in business since 1919
... the dyeing name of undying fame

Sensationally Popular With Plant Operators Coast to Coast!
THE EWING AUTOMATIC VERTICAL TYPE GAS-FIRED COMMERCIAL



USE ANY TYPE GAS

HOT WATER HEATERS

for a constant supply of LOW-COST HOT WATER

**Up to 850
Gals. Per Hour!**

**IT SAVES
EXPENSIVE
FLOOR SPACE**



**No Expensive
Storage Tanks
Are Needed**

Ewing is especially designed for cleaners and the coin-operated automatic laundry and the self-service type laundry. America's most efficient and compact All-Purpose Water Heater and Storage Boiler.

IN 4 SIZES:—with storage capacities from 50 to 226 gallons and providing up to 850 gallons per hour at 100 degrees F. temperature rise. Heavy duty magnesium rods incorporated into each unit. All safety controls listed by AGA. Each heater is registered with the National Board of Boiler and Pressure Inspectors.

Write or wire for free folder and full details and name of your nearest distributor.

FINEST QUALITY

Superbly engineered and designed . . . only the finest materials are used. Neat enough in appearance to put in your front window. All controls in place; just hook up and start operation.

Ewing

MANUFACTURING CO.
 2545 NW 10 P. O. BOX 875
 OKLAHOMA CITY, OKLA.

Makers of Fine Water Heaters and Steam Generators for 36 Years

PEOPLE AND PLACES

northwest

James H. Hunt, an NID graduate, recently opened Hunt's Cleaners, 595 N. Main St., Milwaukie, Ore.

Mr. and Mrs. Ed Isensee are the new owners of New Methodist Cleaners, 1453 Esplanade, Klamath Falls, Ore.

Main Street Cleaners, Milwaukie, Ore., has opened a branch, which includes a coin-operated laundry, in the new Dieringer Shopping Center, 42nd and King Rd., Milwaukie, Ore. The firm is owned by Joe Fossati and sons.

Ray-D-Ant Cleaners, formerly at First and Lewis, Pocatello, Idaho, is now housed in a new building at 538 Pershing. Mr. and Mrs. Leland N. Pack and Donna Parsons are the owners.

Mt. Hood Cleaners and Laundry, Estacada, Ore., installed a coin-operated laundry.

Bellhop Cleaners and Laundry has been established by Mr. and Mrs. George J. Sakelaris at 2621 N. E. Seventh Ave., Portland, Ore. The firm has another location at 6905 N. E. Sandy Blvd.

northeast

Lenart Cleaners, Inc., has leased space at the Post Road Shopping Center, Darien, Conn.

Morris Gordon, who established Gordon Cleaners, 159 Taylor St., Springfield, Mass., in 1946,

has leased the firm to Mr. and Mrs. Michael Unich. Mr. Gordon will continue to operate Jet One Hour Cleaners, 1782 Westover Rd., Chicopee Falls.

Prompt Cleaners, Inc., has leased a store at 1170 First Ave., New York, N. Y.

A branch of Roselle Cleaners, New Hyde Park, N. Y., has been opened in the Cherrywood Shopping Center, Levittown.

Royl Cleaners of Greenfield, Mass., has reopened its Turners

Falls unit, which had been closed for 22 months. Winthrop Dadmun is the proprietor.

National One-Hour Dry Cleaners was opened recently in the Muhlenberg Shopping Plaza, Reading, Pa., by Ted Roeborg. This is the firm's sixth unit.

Mr. and Mrs. Charles Kaufman have opened Adam and Eve French Cleaners, Henry and Clark Sts., Brooklyn, N. Y.

Mme. Julie, Inc., has leased a property at 851 Madison Ave., New York, N. Y., for a dry-cleaning establishment.

north central

Gary Olson has purchased Kasson (Minn.) Cleaners from Mr. and Mrs. Luverne Skogbo.

Harold Bower is the new owner of Mel's Cleaners, 35224 Michigan, Wayne, Mich. The firm is to be operated as Bower's Cleaners.

Leader Cleaners held a grand opening celebration recently at 5712 Fullerton, Chicago, Ill. This is the firm's 133rd store.

Cool City Cleaners, 1320 Washington St., Two Rivers, Wis., has acquired new equipment.

New drycleaning equipment has been installed at Finch Dry Cleaners, Geneva, Ohio. The owner is Wayne Parson, mayor of Chardon.

Tom's Drive-In Cleaners has been opened at Second and Court Sts., Fulton, Mo., by Tom Brondel.

Ze-BUTTON-WRAP

Save \$300
in your FREE SEWING DEPT.
per roll used

- Breakable buttons won't chip
 - Leather buttons won't discolor cloth
 - Cloth buttons won't fray
 - Eliminate trips for lost buttons
- Consult your jobber

5 large buttons wrap for less than 1¢

Ze products

Zimmerman Co. Cincinnati 19, O. Send for FREE SAMPLE



Shirt finishing equipment has been installed at Ross Cleaners' newly remodeled Town and Country unit, Columbus, Ohio.

Mr. and Mrs. Earl Earhart, owners of Star Cleaners, Centerville, Iowa, are celebrating their thirty-fifth anniversary in business.

John Morrell, operator of Morrell's Cleaners & Furriers, held a grand opening celebration at his newly remodeled establishment, 222 Dundee Ave., Elgin, Ill. The firm has other locations in Glen Ellyn and Bloomington.

Findlay (Ohio) One Hour Cleaners has opened a branch at 402 Tiffin Ave. and Center St. The plant is at 231 S. Main St.

Ray Zechel has announced the purchase of Remer's Courtesy Cleaners, Burlington, Wis.

W. M. Whisnant, operator of Whisnant's Specialty Cleaners, 209 E. Shiawassee St., Lansing, Mich., has opened a branch at Kalamazoo and Walnut Sts.

A storage vault has been added at Parisian Cleaners, 919 Hillgrove, LaGrange, Ill.

southwest

DeWayne Taylor has purchased Esquire Cleaners, Faulfurrias, Tex., from George and Dixie Whitley.

Cheyenne (Colo.) Ideal Cleaners has been opened by Ivan Stauch at 1737 S. Eighth St.

The name of Haworth's Cleaners, 22062 Ventura Blvd., Woodland Hills, Calif., has been changed to Curran Cleaners.

Master Cleaners & Pressing Shop, Columbus, Tex., has been purchased by Larry A. Jasek from Johnny Moeckel and Elroy Venghaus.

A & W Cleaners, Airport Rd., Milan, N. M., is now under the management of Mr. and Mrs. James Holloman.

American Cleaners, San Diego, Calif., has opened a branch at 1010 S. Santa Fe, Vista, Calif.

New Fashion Cleaners and Shirt Laundry, Denver, Colo., has opened its tenth unit, at 110 S. Datura St. in Littleton. John Kamlet, president, said the firm will open another complete plant this fall in the Happy

Canyon Shopping Center, E. Hampden Ave. and Happy Canyon Rd.

Harold and June McGee, owners of Wonderland Cleaners in Mount Shasta, Calif., have purchased Yreka Dry Cleaners from Mr. and Mrs. Bob Johnson.

Del Mar Cleaners, owned by Charles Jones and his son, Chuck, has begun operations in its new \$50,000 plant at Miller's Meadow Lane Shopping Center, Anderson, Calif.

Sierra Drive-In Cleaners has been opened in Chowchilla, Calif., by Marian and Elisha Richardson.

Oscar Dickerson and Carl Hulse have taken over Service Cleaners, Aspermont, Tex., and will operate the firm as Modern Cleaners.

Jim White is the manager of One Hour Martinizing, opened recently at 323 E. Wall, Fort Scott, Kans.

Bernell and Emily Batson have established Batson Cleaners in

RELIABLE COLD STORAGE AND DRY STORAGE PACKAGE UNITS

now, you can convert
any plant space,
including basements,
into a profitable
storage business!

It's a fact . . . your own storage facilities mean extra profit fees, extra profit cleaning and extra profit services, the year round.

It's also a fact that Reliable Cold Storage and Dry Storage package units represent low cost, high return business builders.

Get the facts for yourself, from Reliable. Look into the completely equipped self-contained package unit vault conditioners for Cold Storage . . . designed to meet your individual requirements for every size installation.

Then, check up on Reliable's fully equipped Dry Storage package units servicing up to 10,000 cu. ft. They can't be matched for economy, flexibility and exclusive features. Storage can be your most profitable business. Send for full details.

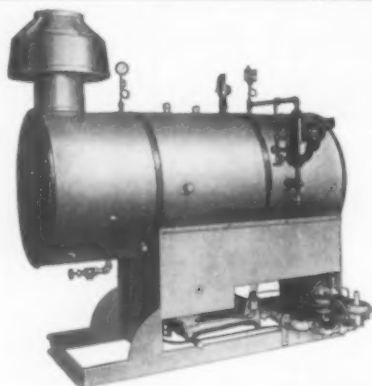


MODEL VC-200



MODEL DS-100

RELIABLE
MACHINE WORKS, INC.
231 EAGLE STREET,
BROOKLYN 22, N. Y.



GAS BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Fully automatic units including boiler feed or complete return systems. All boilers ASME Code & National Board.

Specializing in boilers for the garment and cleaning trades since 1916.

Over 10 sq. ft. heating surface per H. P. all sizes of HRT's.

P. M. Lattner Mfg. Co.

OIL BOILERS

Vertical tubular
Vertical flueless
Portable horizontal

Cedar Rapids, Iowa

Dealers & Distributors most everywhere

WE CHANGE IT

Extra Cash For You With No Extra Work



BEFORE

Double Breasted Suits and Overcoats Converted into Modern 2 or 3 Button Narrow Lapel Single Breasted Styles

We can convert men's dark blue or black double breasted suits into tuxedos

Regular lapel, new satin facing—\$14.95

Shawl lapel, new satin facing—\$17.95

We send you a free window sign with your first order—

Suit Coats—\$8.95

O-Coats—\$14.50

All Workmanship Guaranteed. Mail Orders Promptly Serviced.



AFTER

NU-WAY TAILORS

119-10 Merrick Boulevard, Jamaica 34, New York



STANDARD SCALE BASKET

16" x 18" x 32" heavy gauge steel wire basket with removable plastic liner. Capacity 60 lbs. Steel carriage with 3" ball bearing casters. Weight figures are reflected in magnifying mirror and plainly visible without stooping

\$69.50

Replacement Liner
\$ 4.95

ECONOMY HANGING SCALE

Ideal Scale for selling service by weight. Heavy gauge metal basket. Attractive scale graduated to pounds and half pounds. Approved by Dept. of Weights and Measures. Capacity up to 100 lbs.

Scale and basket as shown

\$39.75

With stand add\$15.00

Scale alone\$18.00

Basket alone\$22.00



Send for 1960 Catalog.

Sold by Drycleaning & Laundry Jobbers Throughout the World.

NEWHOUSE SPECIALTY CO., INC.

3827 San Fernando Road, Glendale 4, Calif.

the Greater Vegas Plaza, Las Vegas, Nev. ley, from Mr. and Mrs. Herb Lee.

Norman Walker, an employee of H & C Cleaners, 326 E. Tular St., Dinuba, Calif., for the past 10 years, has purchased the interest of the owner, Elmer Hays.

Capitol Dry Cleaners and Laundry has opened a plant at 1157 S. Federal Blvd., Denver, Colo. J. S. North is president of the firm, which maintains five branches.

A formal opening was held recently at J-M-C Cleaners, Inc., in its newly remodeled building at Lake and Church Sts., Eagle Lake, Tex. The firm, formerly Simmons Laundry and Cleaners, is operated by Mr. and Mrs. Elmer Jurgens, H. M. Corley, Jr., and Mrs. Maxine Kottong.

John Underwood of Underwood's Cleaners and Laundromat, N. Dallas Ave., Lancaster, Tex., has rented the building next door to his present location, and is expanding his facilities.

Jesse Williams and Ed Shipley, operators of Kingsburg (Calif.) Cleaners, have purchased Sierra Cleaners, 1340 G St., in Reed-

Locust Cleaners, 369 Miller Ave., Mill Valley, Calif., has been sold by Mr. and Mrs. Henry P. Elzingre to Mr. and Mrs. Arthur E. Silva.

Model Cleaners has been moved to new quarters at 1229 N. Jefferson, Mount Pleasant, Tex., from 306 N. Jefferson. The firm is operated by Roy Goolsby.

Mr. and Mrs. Frank Dromgoole are the new operators of Macha Cleaners, 418 Front St., Yoakum, Tex. The firm, previously owned by Mr. and Mrs. Joe Macha, will now be known as Frank's Cleaners.

Kane Cleaners and Laundry has been established in the Sylvan Heights Shopping Center, 920 E. Park Row, Arlington, Tex., by "Red" Kane.

Austen's Fremont Cleaners, owned by Herman Austen, Jr., has opened a branch at the Rengstorff Shopping Center in Mountain View, Calif.

Blue Chip Cleaning and Laundry has been opened at 66-467 Pierson Blvd., Desert Hot Springs, Calif.

southeast

L. Z. Tole, owner of Day and Nite Cleaners, Rogers Ave. and 23rd St., Fort Smith, Ark., has announced the acquisition of DeLuxe Laundry.

Empire-Rouse Drycleaning Co. has purchased the drycleaning establishment of Mayor Earl D. James in Montgomery, Ala.

Eric S. Coulson is the manager of One Hour Martinizing Cleaners, opened recently at 121 Caldwell St., Rock Hill, S. C.

Jack Morrow has been appointed manager of Paris (Ky.) One Hour Dry Cleaners. The firm is owned by Murray Ferguson, Jones Kerr and W. H. D. Wheat, Jr.

George Smith, owner of Peter Pan Cleaners, Bentonville, Ark., has announced the installation of new equipment.

Joe Henry, owner of Henry's Cleaners and Laundry, Bryson

44 YEARS
with the Drycleaning Industry

INSURANCE AT COST!

National Indemnity Exchange
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3820 WASHINGTON BLVD. • ST. LOUIS 8, MISSOURI

City, N. C., has announced plans to open a coin-operated laundry.

J. F. Thompson, Jr., has acquired Town & Country Cleaners, South Hill, Va.

dominion of canada

Sam Adelman has acquired Katie's Cleaners and Dyers Inc., 57 Westminister N., Montreal, Que. Mr. Adelman is a graduate of the NID.

Beam Cleaners, 76 Main St. W., Grimsby, Ont., has opened a new drive-in at 33 Elizabeth St. R. A. Konkle and Walter Austin are the owners.

E. A. Trotter, operator of Unity (Sask.) Dry Cleaners, has opened a new plant in Kerrobert.

Osoyoos (B. C.) Tailors and Cleaners has installed new drycleaning equipment. Alex Wowchuk is the owner.

Manor Cleaners is now open in Town and Country Plaza, Portage Rd. N., Niagara Falls, Ont.

Langley's Dry Cleaners will occupy space in the new Westworth (Ont.) Shopping Centre.

Tommy Haverlock, owner and general manager of New Modern Cleaners, Dauphin, Man., has announced plans to establish a \$60,000 drycleaning plant in Thompson.

MacCormac's Dry Cleaning Ltd., St. John's, Nfld., has opened a new receiving office at 1 Adelaide St. Mrs. Eleanor MacCormac is president and managing director.

OBITUARIES

Leon K. Beakas, 69, retired operator of Beakas Cleaners, Toledo, Ohio, died recently. Besides three sons, who now operate the firm, he is survived by his wife.

William P. Beattie, technical consultant of the Laundry and Cleaners Allied Trades Association, died April 1 in Cincinnati, Ohio. Mr. Beattie is survived by his wife.

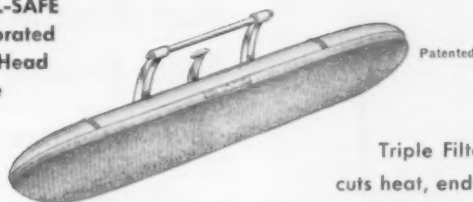
Cornelius K. Eidse, 61, president of Dresswell Dry Cleaners, Morris, Manitoba, Canada, died recently. He is survived by his wife, two sons and five daughters.

George Miles, owner of Miles Cleaners, North Platte, Nebraska, passed away suddenly during the Little National convention, which he had regularly attended for years.

Everett S. Robson, 69, retired operator of Oriental Dry Cleaners, Indianapolis, Indiana, died recently. Mr. Robson was a Mason. His wife, two sons and a daughter survive.

NOW Perfect Finishing for WASH-N-WEAR

with Gross Star TRIPL-SAFE
Grid Plate or Gross Star
TRIPL-SAFE
Perforated
Hot Head
Plate



Patented
Triple Filtering
cuts heat, ends jetting, stops nickel marks.

YES! Perfect heat at head for synthetics, silks, wools, cottons, any known fabric—with clouds of steam and NEVER a jet.

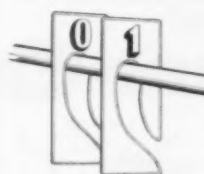
Scientifically Napped Surface is part of the plate, can't wear off—will NOT SHINE any fabric.

Single Plates Still Only	
Under 46"	\$16.85
Over 46"	\$21.75
Mushroom	\$12.50

TRIPL-SAFE GRID PLATE LOW COST	
Under 46"	\$29.75
Over 46"	\$38.75
Mushroom	\$21.75

from your jobber

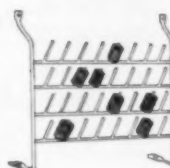
GROSS STAR TRIPL-SAFE GRID PLATE
MFD. BY
L. BEHRSTOCK CO.
1708 S. STATE ST. CHICAGO 16, ILL.
WITH BUILT-IN
STEAM FILTER



KD RACK DIVIDERS

3 3/4" x 9 5/16" overall. Oversize 2 1/2" black shaded characters hot stamped on both sides of KD white plastic rack dividers. Flexible, will slip over garment racks with a simple twist, but will not fall off. Reinforced rolled edge assures longer life, better appearance. Easily cleaned with a damp cloth. In sets only:

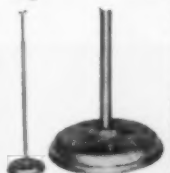
Numbers 0-9\$2.00 set
Alphabet A-Z\$6.50 set



THREAD RACK

32 spool capacity thread rack holds all standard spools and bobbins. Each spool is directly and instantly available. Heavy, rigid welded wire construction and bright nickel plate guarantee long life and attractive appearance. Flat design saves on scarce working area. For bench, wall, table edge mounting . . . or mount on board for portability.

Price.....\$6.95 each



PORTABLE BAGGER

This light weight bagger requires only 1 sq. ft. of space and will hold up to 7 hangers . . . Triple action locking device holds raised rod securely at desired height. Foot release allows raised rod to drop instantly to a cushioned stop—quietly. Attractively finished in aluminum and light grey enamel.

Price.....\$20.85 each

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Identification Tags and Systems	Rack Dividers
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Self Closing
More Attractive
Better Finished**
*at no increase
in price*

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A keepsake box for
WEDDING GOWNS

One piece construction—Gold colored
FIBRE board—Easily set up
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GUARDIAN BETTER-PAK CORP.
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SPOTTER**

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everything*

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GENTLE AS A KITTEN!
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Dri-Vac Air Vacuum System
It pays for itself . . . gives you
smooth, quiet trouble-free per-
formance for years.

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A size and design for every budget and any space.



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Amazing garment retainer eliminates
curled lapels, keeps coats from sag-
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that "deluxe" look. Order today, rea-
sonably priced. Order direct or from
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San Antonio, Texas

annual **CONVENTIONS**

June 8 and 9—North Carolina Association of Launderers
and Cleaners, Sir Walter Hotel, Raleigh.

June 10, 11 and 12—Southern Laundry and Cleaners Asso-
ciation, Hilton Inn, New Orleans, Louisiana.

June 17 and 18—West Virginia Launderers and Dry Clean-
ers Association, Daniel Boone Hotel, Charleston.

June 19 through 26—International Exhibit, Frankfurt-am-
Main, Germany.

June 23, 24 and 25—Midwest Cleaners & Launderers
(Kansas Association of Cleaners and Launderers and
The Associated Cleaning & Laundry Service of Mis-
souri), Elms Hotel, Excelsior Springs, Missouri. With
exhibit.

June 24 and 25—New Hampshire Laundry and Dry Clean-
ers Association, Lake Tarlton Club, Pike.

June 24, 25 and 26—Florida Institute of Laundering and
Cleaning, Fontainebleau Hotel, Miami Beach.

August 12 and 13—Georgia Laundry & Cleaners Associa-
tion, Atlanta Biltmore Hotel, Atlanta.

August 21, 22 and 23—Virginia Association of Launderers
and Cleaners, Inc., Hotel Roanoke, Roanoke.

October 22, 23 and 24—Ohio Drycleaners Association, Neil
House, Columbus.

November 11, 12 and 13—Oregon State Drycleaners Asso-
ciation, Gearhart Hotel, Gearhart.

November 11 and 12—Pennsylvania Association of Dyers
and Cleaners, Penn-Harris Hotel, Harrisburg.

November 12 and 13—Cleansing Plant Owners of Massa-
chusetts, Inc., Hotel Sheraton-Kimball, Springfield.

November 16, 17 and 18—Laundry and Cleaners Allied
Trades Association, Hollywood Beach Hotel, Holly-
wood Beach, Florida.

December 3 and 4—Wisconsin & Upper Michigan Dry-
cleaning Institute, Inc., Schroeder Hotel, Milwaukee.

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Where buyers and sellers meet

15¢ a word for the first insertion and 12¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 20¢ a word, first insertion; 15¢ a word for subsequent, consecutive insertion. Minimum charge—\$2.50 (new or repeat). Help Wanted and Situations Wanted ads 10¢ a word for first insertion, 8¢ a word for each subsequent, consecutive insertion for same ad. Advertisement set in capitals or bold face type 15¢ a word, first insertion; 12¢ a word for subsequent, consecutive insertion. Minimum charge—\$1.50 (new or repeat).

Add five words if answers are to come to a box number to be forwarded by us. Be sure to write your copy, name and address plainly.

Advertisements in this department must be in our hands NOT LATER THAN THE 10th OF THE PRECEDING MONTH.

Cash must accompany all orders for advertisements in our classified columns. No book accounts can be opened, as the low charge made does not permit this expense.

Rates for classified advertising are net. Classified advertising is not commissionable.

Mail Your Replies to Box Numbers to The National Cleaner, 466 Lexington Avenue, New York 17, N. Y.

CLEANING PLANTS FOR SALE

For sale: In central Michigan, modern cleaning plant with shirt laundry. Gross last year \$75,000. Long-term lease or will sell building with business. For further information. ADDRESS: Box 8831, THE NATIONAL CLEANER. -2

NORTHWESTERN ILLINOIS—well equipped solvent plant, established 27 years. Gross \$40,000. New building, corner location, ample parking. \$20,000—one half down. Terms on balance. Long lease, or will sell building. ADDRESS: Box 8990, THE NATIONAL CLEANER. -2

Northern Arizona—Reduced for quick sale. Complete solvent plant, ideal for working man and wife or partners. 1959 gross \$26,000. Selling price only \$12,500, one-half down, or \$11,500 cash. Owner-owned building in ideal location. Wonderful year-round climate. Wish to retire. ADDRESS: Box 9068, THE NATIONAL CLEANER. -2

Modern synthetic drycleaning plant in north central part of Ohio. Grossing \$70,000 a year. Situated in an industrial town of about 20,000 population. Modern equipment throughout. Owner's other interests forces sale. Can be purchased with building or will give a good lease. For more information send your name and phone number to THE NATIONAL CLEANER, in care of box number 9070. -2

NORTHEASTERN OHIO "BEST LOCATION IN THE NATION." Modern solvent plant in growing community, well-established. 1959 gross \$30,000, \$60,000-\$100,000 potential. Will sell or lease building. Also available for sale, large adjoining lot for future expansion. Reason for selling—health. ADDRESS: Box 9078, THE NATIONAL CLEANER. -2

For sale, three fast-service synthetic package plants, modern equipment. Yearly gross over \$100,000. Southwestern New England. Reasonably priced. Owner retiring. ADDRESS: Box 9142, THE NATIONAL CLEANER. -2

For sale—Petroleum plant, eastern Montana. Doing nice business. Ideal for man and wife. Price \$7,500. ADDRESS: Box 9146, THE NATIONAL CLEANER. -2

Honolulu, Hawaii—Paradise of the Pacific. Solvent plant grossing well over \$50,000 with higher potential. Selling price \$35,000, owners retiring. Will furnish details. Write R & M Kalihy Dry Cleaners, 1714 Colburn St., Honolulu, Hawaii. 9147-2

LONG-ESTABLISHED DRYCLEANING PLANT, \$50,000 VOLUME, STRICTLY CASH-AND-CARRY, IN CANADA'S FASTEST-GROWING CITY. LATEST TYPE EQUIPMENT IN EXCELLENT CONDITION, MODERN APARTMENT, SELL, LEASE OR OPTION BUILDING. DELUXE CLEANERS, SUDBURY, ONTARIO. 9148-2

San Joaquin Valley, California. Fully equipped synthetic. Gross \$37,000 at \$1.60 base. Potential \$40,000-\$45,000. Owner retiring, price \$20,000. ADDRESS: Box 9149, THE NATIONAL CLEANER. -2

Central California, press shop fully equipped. Ideal for husband and wife. Potential \$9,000-\$10,000. Price \$3,000. ADDRESS: Box 9150, THE NATIONAL CLEANER. -2

TOPNOTCH DRIVE-IN solvent plant with laundry and cold storage. Best location in city of 50,000 on Florida's West Coast with finest beach. Yearly volume \$75,000. A real opportunity for someone. \$25,000 cash with terms for balance. ADDRESS: Box 9055, THE NATIONAL CLEANER. -2

For sale: Modern synthetic plant. Ideal climate. Fast-growing city. Industries oil and agriculture. 65 miles from Los Angeles. Ideal for couple. Terms, \$9,900. ADDRESS: Box 9141, THE NATIONAL CLEANER. -2

IN BOOMING NORTHERN CALIFORNIA. 2B Prosperity with reclaimer. 4 NID finishing units. 2 Volkswagen panels, \$42,000 gross 1959. Long lease. Reasonable rent. 15,000 population trade area. \$40,000 with terms available. ADDRESS: Box 9147, THE NATIONAL CLEANER. -2

Interior of British Columbia on beautiful Kootenay Lake—world's best hunting, fishing, skiing, golfing—modern cleaning plant and laundry, 4 trucks on road (2 owned by plant and 2 owned by driver salesmen). Will sell business and give desirable lease or will sell property, also. 1959 gross volume \$126,000. ADDRESS: Box 9168, THE NATIONAL CLEANER. -2

FOR SALE: Well-equipped 140°F solvent plant. Gross sales \$35,000. Equipment in excellent condition. Real estate consisting of one-story brick, cement-block building 27 ft. x 70 ft., large lot, ample parking. For quick sale, priced \$35,000. Located in college town, population 8,000. WRITE: Lester P. Williamson, Agent, 223 S. Broad Street, Grove City, Pa. 9169-2

WESTERN NEW YORK. Modern solvent plant, grossed over \$100,000 last year with net of over \$28,000. Large cash-and-carry, \$1.50 base price. \$20,000 to handle and balance of \$25,000 on terms. Includes lease. ADDRESS: Box 9178, THE NATIONAL CLEANER. -2

Plant in eastern Missouri city of 10,000. Highest prices, all cash-and-carry. Excellent equipment includes petroleum washer-extractor. Price \$10,000, half down. ADDRESS: Box 9179, THE NATIONAL CLEANER. -2

Beautiful package plant in new modern shopping center. Established 3 years. 50 lb. Butler Ayr-Mor perk unit, air-operated presses. Volume increasing each year. Place a man and wife can handle. House available also, one-half block from shop. Two-bedroom, brick, double garage. Lease, rent reasonable. No percentage. Ample parking in front of shop. ADDRESS: Box 9180, THE NATIONAL CLEANER. -2

For sale: Illinois, drive-in petroleum plant with shirt unit, averaging \$475 weekly in town of 15,000. 10-year lease on building. \$12,000. ADDRESS: Box 9183, THE NATIONAL CLEANER. -2

COMPLETE SOLVENT DRYCLEANING PLANT. FILTERS, WASHERS, EXTRACTORS, TUMBLERS. CALL AND MAKE OFFER. ROYAL CLEANERS, 515 WAMCONAH STREET, PITTSFIELD, MASS. HI 3-4449. 9186-2

BUSINESS OPPORTUNITIES

Jobber deal for salesman selling drycleaners, carpet or hardware stores. Carpet foam cleaners, advertising kit and electric carpet scrubber for rental business. Carry conservative stock. This will make right party independent. Give phone number. Box 20092, Indianapolis, Indiana. 9158-11

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage, and save your money. Charges light. **HUBBARD TEXTILE CONSULTING BUREAU, RT. 3, CHARLOTTEVILLE, VA.** 6040-25

LET US TELL YOUR CUSTOMER! Impartial laboratory reports on garment damage for settlement of claims, expert testimony for arbitration or referee. Prompt service, reasonable fee. **TEXTILE ANALYSIS SERVICE, 53 Auburn St., Concord, N. H.** 3635-25

SITUATIONS WANTED

Experienced spotter would like position as cleaner, spotter, in small to medium-sized plant that has washer-extractor unit. Have managed plants, sober, family man. Something secure, permanent. **ADDRESS:** Box 8714, **THE NATIONAL CLEANER.** -5

Florida State, manager's position preferred, would consider spotter cleaner position in small to medium plant, that has washer-extractor unit, prefer petroleum unit. 24 years experience, highly technical. 44 years old, available about March. Want permanency, Florida location. Have managed plants and taught Cleaning and Spotting to veterans. **ADDRESS:** Box 9045, **THE NATIONAL CLEANER.** -5

First-class silk and wool spotter desires position as cleaner, spotter. Family man, have managed plants. References to ability and habits. 2302 Carter Street, Wilmington, Delaware. 9129-5

GENERAL MANAGER, age 38, desires challenging position with future. Capable of handling large volume plant. Extensive experience in all phases of chain store operation including personnel management, sales promotions, new site selections. Years of proven experience in plant production and route building. **ADDRESS:** Box 9153, **THE NATIONAL CLEANER.** -5

ALERT OWNERS INVESTIGATE: Working manager. A-1 spotter-cleaner. Experience offers unique advantages to progressive drycleaner with policy of quality at a profit. Promises money's worth in management, organization and promotion. Will consider position in Florida, California or Arizona. **ADDRESS:** Box 9154, **THE NATIONAL CLEANER.** -5

MANUFACTURER'S REPRESENTATIVE SEEKING REPUTABLE LINES FOR MIDWEST, CAN INCLUDE WESTERN NEW YORK AND PENNSYLVANIA. EXPERT IN ALL PHASES CLEANING AND LAUNDERING. **ADDRESS:** Box 9177, **THE NATIONAL CLEANER.** -5

All phases of drycleaning industry, including supervision, 15 years experience, high quality work and production, age 36, desires steady position Florida or South California. **ADDRESS:** Box 9181, **THE NATIONAL CLEANER.** -5

DRYCLEANING PRODUCTIVE MANAGER. 25 years experience in all phases of the industry, cost, quality, sales, etc. Capable of full charge of plant. Seek steady employment with reliable company. 48 years old, married. Chicago or New York preferred. **ADDRESS:** Box 9185, **THE NATIONAL CLEANER.** -5

HELP WANTED

REPRESENTATIVE WANTED: Experienced commission salesman wanted for Texas, Oklahoma, Arkansas, Kansas, Missouri on line of basic laundry and drycleaning supplies. Long established leading manufacturer. Replies kept confidential. **ADDRESS:** Box 9156, **THE NATIONAL CLEANER.** -7

You will have unlimited opportunity for advancement with America's largest and fastest growing family laundry and drycleaning group. We are interested in recent **NID OR ALL GRADUATES OR YOUNG MEN WITH EQUIVALENT EXPERIENCE.** Send complete resume of background and recent photo to Box 9188, **THE NATIONAL CLEANER.** All replies will be held confidential. -7

Working foreman for medium-size, modern synthetic plant, east central Illinois. Must be experienced in all operations and able to train help. Send record of experience, references, photo, and state starting salary desired. **ADDRESS:** Box 9172, **THE NATIONAL CLEANER.** -7

Working manager for two-year-old Martin One-Hour Cleaning and shirt finishing, total three employees, six days per week, Salem, Oregon. Send complete resume of background and recent photo. **ADDRESS:** Box 9173, **THE NATIONAL CLEANER.** -7

Man-and-wife team wanted. Quality package plant in California. Man must be top-quality cleaner and spotter. Wife must have pleasing personality for counter. Nice 3-bedroom apartment, furnished with utilities. Good pay and profit sharing to the right party. Send full resume to Joe Kearns, 3200 Geary Blvd., San Francisco, Calif. 9182-7

Permanent job with a future—laundry doing \$25,000 a year, cleaning \$40,000 a year. Want experienced cleaner and spotter or must have experience in laundry—working toward managing entire plant. Salary open \$100 a week or better. Black Hills area. **ADDRESS:** Box 9188, **THE NATIONAL CLEANER.** -7

MANAGER FOR PERK PLANT. Man or woman who is a quality operator to clean, spot and manage one-hour perk plant in shopping center in Youngstown, Ohio. Salary is tops and will be revealed only through interview or correspondence. Our employees know about this ad. Please address your replies to La France Dry Cleaners, 821 Elm St., Youngstown, Ohio. 9189-7

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LARGE PETROLEUM PLANT MANAGERS. An unusual opportunity for a position as senior field technician in the Middle Atlantic area to sell and service drycleaning detergents manufactured by one of America's leading research and manufacturing organizations. **REQUIREMENTS:** 1. Petroleum plant managerial experience. 2. Unquestionable character. 3. Ability to pass rigid aptitude tests for mental and sales ability. **REWARDS:** 1. Thorough technical and sales training. 2. Substantial guaranteed salary and expense plus a highly attractive incentive plan. 3. Liberal retirement income plan and life insurance plan. 4. Unlimited opportunity for advancement and earnings. This is a corporate organization and we employ no relatives. Write all details regarding experience, education and other qualifications. **ADDRESS:** Box 9176, **THE NATIONAL CLEANER.** -14

LUCRATIVE DISTRIBUTORSHIPS AVAILABLE for plant owners and manufacturers' representatives. Do you have spare time? Do you want additional income? Would you like to install and service your fellow drycleaners with a **REVOLUTIONARY NEW APPROACH TO DRY-CLEANING?** With a product that has been tried, proven and enthusiastically accepted by **HUNDREDS OF PLANTS.** A product that sells on first demonstration—definitely without high pressure. You show them—they try it—then buy it. **PHONE, WIRE or WRITE MR. RANDOLPH GOBEL, BOMAR LABORATORIES LTD., SHERIDAN ROAD AT WINONA, CHICAGO 40, ILLINOIS. LONGBEACH 1-9720.** 9191-14

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners that gets new business at low cost . . . reactivates old customers. Write for free samples of famous Kolorcards. Reba Martin, Inc., 4201 N. W. 2nd Ave., Miami 37, Fla. 5947-10

Laundry lists—4 1/4" x 11" \$1.50 per 1,000 in 15,000 lots. White 16 lb. Bond. Park Printing, Pittsburgh 33, Pa. 8865-10

Suits (double-breasted) made single, \$9.95. Mail orders to White Swan Cleaners & Tailors, P. O. Box 8083, Jackson, Miss. 8919-10

Suits double-breasted made single, \$9.95. Tailoring any kind by mail. Also instruction booklet \$10. Talis, 11 Pleasant Street, Worcester, Mass. 9018-10

DRYCLEANERS! GET 2 FOR 1! Add a profitable service to your present business and get individual identification with an outstanding nationally advertised trademark that will serve your present business as well. Package promotion including TV and radio commercials. \$3,500 to \$8,000 investment required. Terms available. Unlimited potential in on-location carpet and furniture cleaning service field. Experience helpful but not necessary. Will train. Exclusive territories open. **WRITE:** Give references, background, qualifications. **MAGIKIST SERVICE CORP., Dept. D., Attn: Carl V. Haga Associates, 705 S. Cicero, Chicago 44, Illinois** 8870-10

NEED HELP in settling claims? Adjusting? Valuing trade-ins? Use the **GREY GUIDE REPORT**, official used rug, carpet, furniture and drapery appraisal with depreciation chart. Send for free sample copy and costs on quantities. **GREY GUIDE REPORTS, Suite 215, 5946 W. Cermak Road, Chicago 50, Illinois.** 9175-10

TRUCK SIGNS & DECALS

Save 50% on **TRUCK SIGNS AND DECALS:** Made to order, **FINEST VINYL PLASTIC**—Write for price to: **ACADEMY DECALS, 3384 Altamont Ave., Cleveland 18, Ohio.** 9053-49

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BOOKS ON TAILORING, REPAIRING, DESIGNING and CUTTING on men's and women's garments (separate books). Free booklets describing these books sent on request. Resident courses also. Master Designer, Dept. K, 400 S. State Street, Chicago, Ill. 5670-15

HUBBARD DRYCLEANING AND REDYEING SCHOOL, Route 3, Charlottesville, Virginia. Courses offered in drycleaning (petroleum and synthetic), spotting, wetcleaning and dyeing. Study while you work and do both to advance yourself. Catalog sent on request. **A CORRESPONDENCE SCHOOL SERVING THE INDUSTRY SINCE 1932.** 5908-15

BIG EXTRA PROFITS IN INVISIBLE REWEAVING! Do it yourself—in your own shop giving customers finest work and prompt service. Find out how quickly you can learn to make holes, tears, cuts **DISAPPEAR** from all clothing and fabrics. Famous original Fabricon professional method pays up to \$10 in an hour—**ALL PROFITS!** Write for **FREE** details. Fabricon, Dept. R R, 6238 Broadway, Chicago 40, Illinois. 8398-15

LEARN REWEAVING. Personal instruction by expert reweavers or home study course teaches secrets of this profitable trade. Results guaranteed. No experience needed. Equipment furnished. Magic needle. Box 774, Kansas City 41, Missouri. 9112-15

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Suede and Leather Specialists. "Lano-Lustre" process. Natural oils, color and softness restored. Send for information folder and price list. Free window display sign with first job. One-week service. Send to—Wardrobe Service, 2425 McGee, Kansas City, Missouri. 8088-13

Suede and Leather garments cleaned and refinished. We also change the color of suede. Send for price list. Advance Leather Coloring, 1628 Pitkin Avenue, Brooklyn 12, N. Y. 5849-13

SUEDE AND LEATHER—Cleaned, dyed, refinished. Guaranteed "**FRENCH-TEX**" process. **LaFRANCE DYE HOUSE.** 7606 Carnegie Ave., Cleveland 3, Ohio. "Members of the S.L.R.A." 7947-13

FROM OUT OF THE WEST, comes suede & leather work at its **BEST.** **RICHARD KELLEY'S MEL-O-FLEX SUEDE & LEATHER REFINISHING SERVICE**, 500 West Grand, Oklahoma City 2, Okla. Member N.I.D. and S.L.R.A. 8901-13

SUEDES AND LEATHERS cleaned and dyed to perfection. Prompt service. Fully insured. Any jacket \$4.00. Ship to **THE SUEDE KING**, 1311 East State Street, Sharon, Pa. 5234-13

FURS—cleaned, glazed, repaired, altered, and remodeled, by the famous **LANO LUSTRE** process. Guaranteed workmanship, fast service. Complete storage facilities. Send for complete price list and informational folder. Wardrobe Service, 2425 McGee, Kansas City, Mo. 9190-13

WHOLESALE DYEING FOR THE TRADE

SHARP'S REDYEING COMPANY—DYEING EXCLUSIVELY. WHOLESALE ONLY. We are now located in a large building and, in addition to our regular service on garments and household goods, are equipped to give you a complete service on rugs and carpets, any size. 977 Jackson Avenue, Memphis, Tennessee. 160-12

LOEBL DYEING IS THE FINEST QUALITY PRODUCED. All garments are deluxe and semi-finished, wrinkle-free, soft feel, easy-to-press. Individual inspection of each piece assures satisfaction or money back. We specialize in draperies, slipcovers and rugs. Loeb's dye all colors every day. Quick service to parcel-post shippers always. Use **LOEBL'S EXPERT WHOLESALE DYEING SERVICE NOW** for better work—bigger profits. **LOEBL DYE WORKS, INC., 348 W. SALEM AVE., ROANOKE, VA.** 8742-12

SEWING ROOM SUPPLIES

ASK FOR YOUR FREE PRICELIST OF TAILOR TRIMMINGS—save 60% on 100 Talon trouserzippers \$11.50—American thread, cuffs, leather-patches, pocketing, buttons, Talonzippers. **NASSAU NOTIONHOUSE, NASSAU, N. Y.** 9174-42

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24-HOUR SERVICE!

All Work
Guaranteed

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WEAVING SERVICE

210 W. VAN BUREN STREET

CHICAGO 7, ILL.

"FREE SALES KIT"

America's Leading Reweaving Service

REWEAVING

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REWEAVING, ONE-DAY SERVICE: Cigarette burns, moth-holes, tears, spots in clothes, linens, rugs, upholstery fabrics, like new. Small jobs returned same day. Send garments for estimate. **GIVE US A TRIAL.** You'll be amazed to see the difference between our work and what you've been getting. Established 1910. American Textile Weaving Co., 5 N. Wabash Ave., Chicago 2, Ill. 5516-29

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Nylon laundry nets 24" x 36" only \$13.50 per dozen, hanky nets \$3.95 per dozen, 18" x 30" nets \$8.95 per dozen. Nylon filter bags for Prosperity drycleaning machines \$29.50 per set. Write L. S. Supply Company, 211-57 18th Avenue, Bayside 60, N. Y. 9120-45

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We buy and sell complete drycleaning plants. Also have a complete line of up-to-date, rebuilt and new drycleaning equipment. Contact us for your machinery needs at bargain prices. **WILLIAMS LAUNDRY MACHINERY CO., INC.**, 37-37 9th Street, Long Island City 1, N. Y., Stillwell 6-6666. 8913-4

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WANTED: USED HOFFMAN UTILITY PRESSES, any model, any amount. Address: "M.A.T.S.A.," Alvaro Obregón #147—Santa Anita, Ixtacalco—México 8, D. F. 9094-3

BOILER FOR SALE—Kewanee series 5X 15 HP., 125 WP. (1952) gas burner, pump, controls, Earl Bell, 1705 I Street, Bedford, Indiana. 9151-3

WANTED TO BUY: Used Hoffman Jet washer-extractor combination, 100 lbs. capacity for petroleum solvent. Must be in good condition and reasonably priced. Century Cleaners, 2920 Houston Avenue, Macon, Georgia. 9170-3

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THE CUSTOMERS ALWAYS WRITE

Thanks, Old-Timer

To the Editor:

Enclosed find check for which please send THE NATIONAL CLEANER to me for another year.

Would like to say that I expect that I am one of the oldest subscribers to this magazine in the United States. I began reading this magazine in 1912, and will say that it has been most helpful to me throughout the years I have been in the drycleaning business. When I began my subscription for THE CLEANER & DYER, it was published by Dowst Brothers on Ann St., Chicago, Ill.

I have seen the drycleaning business progress from a brush and bottle business to the enormous present-day industry, and feel that the magazine has played a most important part in its rise.

I am now getting old, 73 years young, with nearly 55 years of the 73 in the business. I am still on the job, and when I finally quit you will probably find a copy of your magazine on my desk.

G. A. ROGERS
Rogers Cleaners & Tailors
McAlester, Oklahoma

Remodeling Project

To the Editor:

I have received your magazine for many years. I want to thank you for the good advice and the exactitude of your magazine.

I have a favor to ask you. I want to make some change in the front of my cleaning plant. It is where I receive customers for the cleaning. Can you send me a magazine where I can find some ideas.

ARMAND BOUCHARD
Victoriaville, Que., Canada

Suggest our reprint, "Guide to Plant Construction and Remodeling," available at \$1 per copy.—EDITOR

Information to Greece

To the Editor:

Will you please write us and give us the name and address of the manufacturer or the seller of the spotting table shown in your October 1959 magazine, page 44.

HELEN POLIMERPOULOS
President
G. Anagnostopoulos Co. Inc.
Athens, Greece

Speech Impressed

To the Editor:

I would like to own a copy of Mr. Joseph Powell's lecture, given by him at the Chicago NID convention.

Can you get this for me? I would be happy to buy it if it is for sale.

MAURICE MILLER, President
Phila. Dry Cleaners, Inc.
Pottstown, Pa.

Mr. Powell's timely talk, "Cave Man to Space Man," appears in this issue.

—EDITOR

Shirt Department

To the Editor:

I am presently receiving copies (monthly) of the magazine, NATIONAL CLEANER. I believe that in one of your back issues there is an article pertaining to the combination of shirt rental with shirt laundering. Some of our old copies have been mislaid or borrowed.

If you have a back date copy that contains such an article, would you kindly send same to this office together with notice of its cost.

PASQUALE A. IACOBUCCI, JR.
Secretary, Friends Cleaners, Inc.
Philadelphia, Pa.

Several articles on shirt rental and laundry have appeared in both THE NATIONAL CLEANER and our sister publication, The Laundry Journal. Because of unprecedented demand, we are out of tear sheets on this subject. Reader was sent appropriate page from our reprint, "The Complete Management Guide for Drycleaners."

—EDITOR

Army Post Education

To the Editor:

In the September issue (1959) of THE NATIONAL CLEANER the article "How To Develop Tomorrow's Market Today" was found. The article itself explains what I am trying to do over here with the American dependent children in the American schools.

The European market in fabric goes from the very fancy to the very

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The Editor
The National Cleaner
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plain, all of unknown content as to the material. Most of this material is handmade so is quite a problem to the cleaner. Not only am I trying to educate the older children but the parents as well. Both are in dire need. When I can help them I am helping myself.

LYLE E. BEWLEY, DAC
Laundry and Drycleaning Officer
Augsburg Post, West Germany

Information Sent

To the Editor:

In your 1960 Guidebook edition, there is a mention of "aptitude testing."

Would you be good enough to enlarge on the subject of aptitude testing or put us in contact with someone who could give us further information?

We should like, we think, dexterity tests for pressers, numerical aptitude tests for assemblers and markers, and so on.

G. F. ROSE
Arthur Rose Limited
Saskatoon, Sask., Canada

Store Personnel

To the Editor:

Some considerable time ago I was looking through a copy of the NATIONAL magazine and I saw a half page of small sketches titled "Store Personnel." It was about 10 or 12 sketches on the different types behind a drycleaning counter. It was one of the best I have seen and raised a great laugh from all at the time.

Unfortunately, the magazine has since been lost. Would it be at all possible to obtain a copy of them from you? I would like to put them in my shop window. I think they would be a great eye-catcher.

MRS. M. M. WOOD, Manageress
Brown-Gouge Dry Cleaners Pty. Ltd.
East Bentley, Melbourne, Australia

African Enterprise

To the Editor:

I am desirous of starting a drycleaning and laundry business in Nigeria and also in Liberia, West Africa, and I shall be grateful if you kindly put me in touch with some of the leading manufacturers specializing in such machinery.

M. K. SIPPY
P. O. Box 1093
Accra, Ghana

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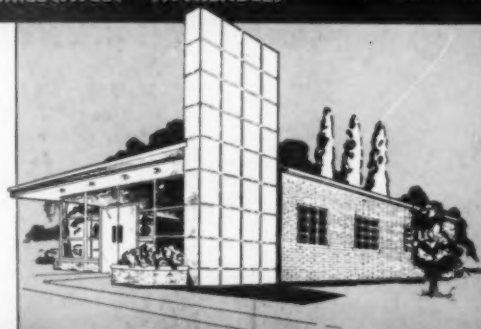
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